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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

September/October 1999
Volume 70 Number 1

Looking Back, Looking Forward *President's message from Jeanne Fong*

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As the new President of the San Francisco Bay Region Chapter, I welcome all of our members to a new year of exciting Chapter programs, professional development workshops, tours and networking opportunities.

I want to express our appreciation to Past-President **Linda Suzuki**, who served the Chapter with remarkable dedication and leadership during one of our most event-filled years. Linda was also a great coach and role model for me in my year as President-Elect.

On May 14 the San Francisco Bay Region Chapter celebrated its 75th anniversary at a reception held in the beautiful setting of the California Historical Society in San Francisco. The original idea for the 75th anniversary party came from **Marie McKenzie**, who was in the middle of her term as 1996-97 Chapter President-Elect, when she had to leave the Bay Area to relocate to Australia. Fortunately, thanks to the 75th Anniversary Committee, which was chaired by **Richard Geiger**, and the generosity of our sponsors, Marie's idea became a lovely reality. Over one hundred people gathered to toast the Chapter, tour the Society's exhibits and collections, and enjoy excellent conversation, food, and chamber music. **Susan Geiger** made the 75th anniversary banners and the specially decorated bartenders' aprons, and supervised the food presentation. The 75th anniversary committee published a keepsake entitled "Six Pioneering Special Libraries" that commemorates the Chapter's early member libraries with brief histories and photographs. More recent Chapter history was captured for all time in a group photo of fifteen Chapter presidents.

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inside...

What we did on our summer vacation:

- **Milt Ternberg** went to Russia, page 4.
- **Jeanne Fong** attended the SLA Conference, page 12.
- **Kelly Ward** explored the history and geography of the Internet, page 7.

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From the editor's desktop...

Ah, September! New pencils with pristine erasers, new notebooks, new saddle shoes, the smell of chalk dust, the trauma of fitting new school uniforms. Even though it's been years since I've been a student, September always conjures up those images. Though I was always bored to tears by Labor Day, I mourned the end of those long sunny days filled with promise. At the same time, I looked forward to what the new year might bring.

As we begin a new year of chapter events and a new volume of *Bayline*, we're revisiting that standard "What I Did on My Summer Vacation" assignment with reports from the annual SLA Conference, **Milt Ternberg's** trip to Russia, and **Kelly Ward's** *Nettalk*.

The Bayline committee met in July to discuss plans and ideas for the upcoming year. (Thanks to **Diane Rosenberger** at the Federal Reserve Bank for hosting!) Everyone agreed that while doing business via email is great, there's nothing like a little face-to-face to help get a group bonded and committed! Our plans include increasing the amount of graphics in *Bayline*, and some really fun features: librarians who are married to other librarians; librarians who are children of librarians; indeed, the existence of a "library gene." (I'm sensing a potential 12-step group here...)

For the November/December issue, which encompasses all those wonderful but crazy-making holidays, our theme will be stress reduction and time management — what do YOU do to manage the competing demands of work, family, etc.? What little things help you get through the workday without feeling depleted? Send your suggestions and ideas to our features editor, **Jo Falcon**, at jofalcon@ix.netcom.com.

Do you have any rants — unreasonable demands from maniacal bosses, ridiculous expectations from users, unhealthy holiday social imperatives? Get on the *Soapbox* by contacting our *Soapbox* editor, **Martine Roundtree**, at mroundtree@pbi.net.

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Nov/Dec	October 8
Jan/Feb 2000	December 1
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Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. For more information, contact Dan Cunningham at 510-466-6194. To list a position, email him at dcunningham@chrm.com or fax 510-273-8832.

Seven Days in May: Visiting a Special Library in Russia

by Milt Ternberg

On a sunny Saturday morning, I walked across the Bahnhofplatz in Mainz, Germany, to catch the train for Frankfurt Flughafen (airport). The train arrived on time and in 26 minutes I was taking the escalator to the departure floor of the airport. At the Lufthansa check-in counter, the attendant asked me where I was going and, with a small lump in my throat, I said St. Petersburg, Russia. This was the beginning of a 7-day adventure to one of the world's most uniquely interesting cities.

This story began back in January, 1999, when I was asked by the Institute of Management, Innovation, and Organization in the Haas School of Business to consider the possibility of participating in their exchange program with the School of Management at St. Petersburg University. I was selected to go to St. Petersburg to evaluate the School of Management's present library, investigate fundraising needs for a new library facility, and to develop a working relationship with the library director.

My contact in St. Petersburg was Tatiana Dzazakhokhova, director of the School of Management Library. I had met Tatiana three years before when she participated in the exchange program and spent two weeks at Haas. Tatiana had planned a week of activities in St. Petersburg with the goal of introducing me to her library, the School of Management, and to several other libraries in the city.

Berkeley's Institute of Management had arranged for a local driver to take me each day to the School of Management, which was located in temporary quarters in a remote part of Vasilevskiy Island. Edward spoke reasonably good English and had a great interest in world affairs, having just written Bill Clinton a letter protesting the U.S. involvement in Kosovo. As I got to know Edward, I discovered that he was a poet, a musician, a consultant for non-profit organizations, and had been to Baltimore and Washington, D.C. His skills as an auto mechanic were frequently called into practice when his ancient

BMW decided not to cooperate with the schedule.

My first day at the School of Management involved meeting the library staff (3 librarians and 3 support staff), touring the facility, and getting an introduction to their new online catalog IRBIS. Computers are recent introductions to many Russian libraries, including St. Petersburg University. Due to major funding problems, most Russian libraries are having a difficult time moving into the electronic age. Any progress they have made is a result of support from international foundations or from alliances formed with foreign universities.

The School of Management Library houses a small collection of books and journal subscriptions donated by the University of California and by some publishers. I was told repeatedly that there is almost no money for acquiring resources. Imagine trying to operate a business library with no databases -- and even worse, no printed indexes to newspapers or journals!

The second day of my visit involved making a presentation on trends in U.S. business libraries to the School of Management Library staff and several librarians from the Russian National Library. They were amazed at the amount of money U.S. libraries are able to spend on books, journals, and databases. They had many questions, including some related to the status of librarians in the U.S. Most of the librarians in St. Petersburg had attended the Institute of Culture, where they received an undergraduate degree in library science. They regarded their status as very low and considered themselves grossly underpaid.

In the afternoon of the second day, I was escorted on the subway to the Russian National Library on Nevskiy Prospekt. Housed in an elegant Ionic-columned building, the library was founded in 1814 and houses over 32 million items. The reading rooms were filled with people using the spectacular historical resources in this collection. I was im-

pressed particularly with the sight of Voltaire's 6,000 volume personal library shelved separately in wood and glass cases. Upon careful examination, one could see his carefully handwritten notes extending from the pages of the beautifully bound books. This collection, along with its librarian, was brought to Russia by Catherine the Great after Voltaire's death. Along one of the corridors in the library was a painting of 19th century librarians working in the National Library. They all were male and dressed in military-style uniforms!

Shortly before my visit to St. Petersburg, the university celebrated its 275th anniversary. Having no centralized campus, the various facilities are scattered throughout the city. The closest thing to a central facility is the Twelve Colleges, a 400-meter long building donated to the university in 1819. This red and white building was built originally to house Peter the Great's various administrative departments. The Scientific Library, located in the Twelve Colleges, serves as the university's central library facility. My third morning was spent talking with the director of the library, receiving a guided tour of the stacks, and seeing a truly spectacular rare book collection. As I listened to the library director tell me her tales of woe, I kept looking at the ancient heating stove in the corner of the room and wondering how they kept warm in the winter.

St. Petersburg is a city of rivers and canals lined with some of the most beautiful architecture in Europe. The wealth of the city in the 19th century is evident from the many palaces along the Fontanka and Moyka Rivers. One of these palaces is occupied by the Mayakovsky City Central Public Library. Founded in 1868, the public library has over 1.5 million volumes in 25 different languages. On the day of my visit, the library was hosting a networking conference for librarians from the northwest region of Russia. I was impressed with the state of computerization and modern multimedia facilities of the public library. The Sputnik TV room was particularly interesting as it was used it to offer students studying English an opportunity to watch U.S. television programs.

The most exciting part of my visit to the public library was spending an hour in the Business Information Center. What a surprise to find such a service in Russia! The four-year-old BIC offers business and legal information to the St. Petersburg

business community. Legal information is provided free, but the business information service is fee-based. Over 14,000 requests have been received by the center since its founding. The staff have a small 400 volume reference collection and use a variety of CD-ROM and Web-based databases. Later in the week, the BIC organized an exhibition where local information providers, market research firms, publishers, and database companies could exhibit their services. I was very excited to observe this activity in Russia and to talk with many of the exhibitors, including a representative from the U.S. Consulate.

My final library visit was to the European University for the Humanities, an institution established five years ago. The library has a 20,000 volume collection (70% English), an excellent collection of economics journals, and an impressive online catalog and circulation system called "Joker." This university focuses on educating fewer than 200 graduate students in the social sciences and humanities. Most of the students have jobs waiting for them even before they enter the program. Although they had no access to databases, they were very aware of the ones they should have. During a coffee break with the staff, I met a young cataloger who requested assistance in developing his skills in using the Dewey Decimal System. Since I am not a cataloger, this was quite a request for me to handle. I have been sending him some materials on DDC and have arranged for a professor of library science at the University of South Carolina to give him some instruction via email.

The opportunity to visit a city I had always dreamed about, to stroll the Nevskiy Prospekt observing life in a city undergoing dramatic economic and social change, to meet many young and energetic Russian librarians, and to gain a better appreciation of how well off we are in U.S. libraries all made the trip most worthwhile. At the request of Dean Valerie Katkalo, my involvement with the School of Management at St. Petersburg University will continue as I work with Tatiana Dzazakhokhova on developing an action plan for improving the resources and services of the Management Library. The first step in this plan involved sending Tatiana to the June 1999 meeting of the European Business School Librarians' Group at Goteborg University in Sweden. This opportunity gave her some perspective on how other major European business school

Continued on page 6

libraries function and allowed her to establish networking relationships with librarians in other countries of Europe. Tatiana and I will be using that wonderful international communication tool called email to develop a plan for her library.

In addition to work, I did have time to visit the imperial village at Tsarskoe Selo and see Tsar Paul I's summer palace at Pavlovsk. My final day in St. Petersburg was spent in the Hermitage Museum wandering the miles of galleries and hallways looking for paintings I had dreamed of seeing since that first art appreciation class in college.

As I departed St. Petersburg airport for Frankfurt and Munich, I wondered if I would ever return to this city of Peter the Great. The 7 days in May were filled with many wonderful experiences in a most

interesting city.

Oh yes, what was I doing in Mainz? Visiting the 1000 year old Kaiserdom, what else?

-- Milt Ternberg is Head Librarian at the Thomas J. Long Business & Economics Library, Haas School of Business, University of California, Berkeley.

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A Brief History of the Internet

by Kelly Ward

This is the beginning of a new fall term, the first issue of a new publishing year for Bayline, so I can trot out the classic first-of-term homework assignment: How I spent my summer vacation. Although I won't be able to be too specific about what I actually did because the deadline for turning in this article falls smack in the middle of that vacation!

Whatever happened, though, it seems that for their contributions to my vacation enjoyment, I should thank Vannevar Bush, J.C.R. Licklider, Vinton Cerf, Robert Kahn, Larry Roberts, Ray Tomlinson, Ben Segal, Tim Berners-Lee, Robert Cailliau, and the host of others who, by their individual efforts and inventiveness, caused the Internet and the Whole Wild Whizbang to come into being.

This summer, thanks to the Internet, I bottled two cases of my own homemade Cabernet Sauvignon; I picnicked with a passel of friends from around the world whose acquaintance I would never have made were it not for the Internet; then I attended a week-long retreat for francophones near Carmel where we schmoozed, studied, ate, drank, and breathed nothing but French, a language that, despite two years of classroom study before I got online, was pretty much Greek to me (or as the French version of that expression would put it: *c'était du chinois*).

So this article is intended to be a paean to the Internet. I use the 'Net quite a bit, for work and play, and I frequently marvel at it, but understanding how it came to be has never been my strong suit. To pay proper homage to this amazing information network, therefore, required more information than I had at the tips of my synapses. So I turned to the 'Net itself to seek out some of what it has to offer on its own be-

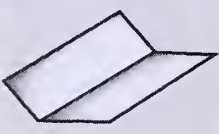
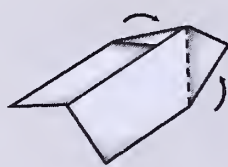
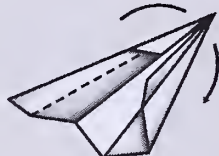

half: the whos, hows, whens, wheres, and whys. And guess what! As always, there's too much good information available to be contained in this column. Who would've guessed? So while I may manage to offer up only a smattering of facts, I at least hope to point the interested reader toward some great resources.

The Roads and Crossroads of Internet History by Gregory Gromov (<http://www.internetvalley.com/intval.html>) is a nine-part history of the 'Net posted by Internet Valley, Inc. While possibly not the first place in the pool where a non-swimmer should take the plunge, this colorful and quirky site can be a great resource where an informed 'Net surfer can come and let hypertext do the walking and the inventors of the 'Net themselves do the talking. Many visitors have found the eccentric choices of typeface and color to be disconcerting, but it's worth clicking around here. Mr. Gromov tags the 1957 launch of Sputnik by the Soviet Union as the event that jump-started the process leading to development of the Internet. Dwight Eisenhower, wanting to counter this apparent Soviet advantage in technology, launched the Advanced Research Projects Agency, thus leading to the creation of ARPANET and thus eventually to this Internet we've all come to know and love. So my thanks go to you too, Ike.

Believe it or not, I became really engrossed in the story of the development of email found at <http://www.fixe.com/wizards/email.html>. This is an excerpt from the book *Where Wizards Stay Up Late* by Katie Hafner and Matthew Lyon. It's an account of how some ingenious and ingenuous graduate students, out of their own energy and imagination, fashioned the Internet's most vital feature (without which I could never submit my articles on time). Our library has three copies of the book, one of which I hope to have read well before you read this article.

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It isn't surprising to find a wealth of information resources at the site of The Internet Society (<http://www.isoc.org>). Their history page is a combination of links and original articles by some of the original stars of the 'Net. But what thrilled me most was finally coming upon a link there to <http://www.rfc-editor.org> where a clickable list of all the RFCs ever produced can be found. An RFC (Request For Comments) is the stuff that the Internet was made from. The graduate students who were making all this stuff up as they went along recognized the need to work out something that resembled standards. But they also realized they shouldn't appear too pushy while doing it. So the custom of submitting formal *requests* for comments was born on 7 April 1969 when Steve Crocker submitted RFC 1, entitled *Host Software*. It's a little too dry for light reading, however. On the other hand, I can happily recommend RFC 1118, *The Hitchhikers Guide to the Internet* by Ed Krol. Produced in 1989, it's an informational RFC explaining in reasonably comprehensible, if not quite layperson terms, everything an internaut of that era needed to know. These RFCs are primary sources for tracing the history of the 'Net and I loved poking around in them.

The Internet Historical Society (<http://internet-pioneers.org/links.html>) is the place to be if you can certify yourself to be an "Internet Pioneer" (the Society's honorific for a person who can account for his or her whereabouts on the 'Net at least fifteen years ago). For example, if you had an email account before today's date in 1984, you qualify to join the Society. Members are permitted to add their input to this attempt to document the Internet as it was before the bandwagon rolled through town dragging the rest of us on board. Those of us who aren't pioneers will just have to settle for visiting this site and learning from the old-timers, and making use of the site's impressive links page.

Finally, though, when you tire of delving into the Internet's history, how about considering its geography? Martin Dodge, researcher at the Centre for Advanced Spatial Analysis, University College London, presents *An Atlas of Cyberspaces* (<http://www.cybergeography.org/atlas/atlas.html>). Yes, this atlas features beautifully ren-

dered visual representations of the Internet. Some are more informative than others, but the whole effect is gorgeous. I have little idea yet how one would use most of them, but I may be easily impressed because I keep going back for more.

What's tickled me most in all my research for this article, is seeing how much the Net's development has been dependent on serendipity and gumption. These brilliant, significant, even revolutionary innovations were essentially byproducts of something else and usually tangential to the original expressed purpose. Just as integrated circuits, the stuff that eventually made the whole PC revolution possible, were primarily developed to permit electronic devices to be miniaturized enough for use in the space race, the Internet as we know it was a byproduct of an effort by scientists to share very limited computing resources. The now truly worldwide Web started life as a relatively low priority initiative launched by a relatively low level department in the European Laboratory for Particle Physics, and it was really only intended for facilitating the sharing of the lab's files. At the beginning, ARPANET wasn't really intended for communications at all, let alone to lead to the creation of a ubiquitous worldwide communications system that seems now to be in the process of reshaping society.

How this reshaping of society by the influences of the Internet shakes out, whether toward greater democratization or greater commercialization, I have no better idea than anyone else. But in the meantime, thanks, Internet, if only for my enjoyable summer! I lift a glass of homemade Cabernet to you and look forward to seeing what you have in store for us in the coming year.

-- Kelly Ward, Public Health Library, UC Berkeley,
510-642-2511/ kward@library.berkeley.edu.



Phil Sheridan, librarian turned actor, says his second career is going very well. With the kids grown and most of the college bills paid, he retired from librarianship in early 1998 to try to make a living as an actor -- doing commercials, narration, CD-ROM & film. He's had at least one booking every month!

He says highlights have been an appearance on *Nash Bridges* last May, where he played "a flirtatious old coot who pops in and out of a scene to announce he's had a grand time romping through the halls of an all-girl retirement center," and a poignant appearance in a "soon-to-be-released indie film in which I play a quirky doctor who discovers his patient has a tailbone long enough to be in the *Guinness Book of World Records*." Phil was featured in the May 19th issue of the *Pacific Sun* and in the Business section of the *Marin Independent Journal* on July 25th.

Angie Brunton's *Sweet Adelines* group placed sixth in the Pacific Shores Regional Competition in Sacramento April 17th. *Sweet Adelines International* is a nonprofit music education organization for women. Today the organization has more than 30,000 members in more than 600 chapters in North America, Australia, New Zealand, Japan, Mexico and six countries in Europe. Angie's group will go on to compete in Orlando, Florida in September 2000. If they make the top 10 there, the go on to compete for the gold! This was Angie's third competition -- and her group has always finished in the top 10! Good luck in Orlando, Angie!

Ricki Brooke was beating the heat in early July on her boat off Tiburon when she caught a 25-pound salmon. She tells us she doesn't even like to fish! Her much smaller dog had accompanied her on the boat ride, but refused to have his picture taken with the beast from the sea. And speaking of her dog, Ricki tells us that hers is one of 80 dogs that accompany their owners to *Autodesk* each day, where

it's "Take Your Dog to Work Day" every day. What started as an informal activity of programmers who worked long hours is now included in company policy. All dogs have their own employee numbers and photo ID badges. They also have performance standards upon which they are assessed, or as Ricki calls them "dog rules." The dogs have company all day, and their owners are assured their dogs are not languishing at home and lonely all day. What a great fringe benefit!

Count on **Richard Geiger** to have interesting vacation stories. On a recent "cruise" from San Francisco to Brannan Island State Park, the 50-odd travelers provided the power! Richard rowed a dinghy for five days, with stops at Richmond, Benicia, Nurse Slough, and Collinsville. The cruise was sponsored by the Maritime Museum, and retired chapter member **Pete Evans** also participated.

Congratulations to **Debbie Jan**, who has been named Assistant Head Librarian at UC Berkeley Public Health Library.

Elyse Eisner and **Mariann Kumke** have joined Taylor & Associates recruiting and placement team. Elyse is in the Albany office; her new phone number is 510-559-1540 and her email is eeisner@taylorlib.com. Mariann works in the San Francisco office three days a week and can be reached at 415-391-9170, email mkumke@taylorlib.com. **Catherine Ghent** is grateful for their help, which let her take three worry-free weeks in August to visit her family in Ireland.

In baseball news, **Tony Landolt** is the new convener of the Baseball Caucus. And **Sara Olsen** reports that she attended the Giants/Cardinals game with a group that included **Karen Zilla**, **Maggie O'Brien**, and **Linda Vida**, among others. The entire outing was arranged on the spur of the moment via email, and both Mark McGwire and Barry Bonds hit home runs.

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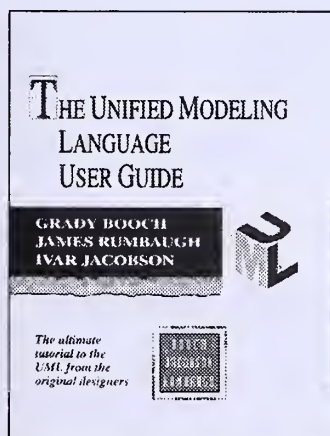
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Michelle Howard spent a leisurely summer following her departure from Bain & Co. in early July. Michelle spent her time relaxing and helping her daughter get ready to start kindergarten. She'll be refreshed to start work again when school starts. Michelle also reports that **Molly Matheson** has a new position at the Marin Community Foundation. Molly's new work phone number is 415-464-2502.

-- Send your Kaleidoscope tidbits to Elyse Eisner at eeisner@taylorlib.com or Lynne Branch Brown at lbrown@iii.com.

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Highlights from the 1999 SLA Annual Conference

by Jeanne Fong

In June Chapter Past-President **Linda Suzuki**, President-Elect **Marlene Vogelsang** and I traveled to Minneapolis to participate in the 1999 Special Libraries Association's Annual Conference. We went to two events geared especially for SLA officers: the Leadership Development Institute and the Chapter Cabinet meeting.

The half-day Leadership Development Institute (LDI), formerly known as the Division and Cabinet Officers and Leadership Training (DACOLT), is designed to give division and chapter presidents and president-elects an overview of the SLA organization, and acquaint us with the SLA Staff who perform the Association's various administrative and support functions. This year LDI featured two presenters who spoke about recruiting volunteers to serve as officers and committee members. Finding volunteers is a challenge every year, but lately, it has become more difficult as the notion of spare time fades into distant memory. One of the speakers was **Jane Dysart** who talked about "Dynamic Leadership Within SLA: Recruiting, Motivating, Managing and Retaining Excellent Volunteers." The other was **Barbara Spiegelman**, whose presentation was entitled "How to Get Involved: Committees and Their Role in the Association." Both emphasized how much SLA relies on its volunteers to help the Association remain dynamic and responsive to the needs of its members. One motivation for volunteering, which definitely rings true for me, is the chance to test new ideas and skills outside the confines of one's work place and within the safety of a nurturing and supportive environment of professional colleagues. Others volunteer for the benefits of networking and staying on top of new developments in their field. Divisional and chapter officers, and committee chairs need to promote these very important benefits of volunteer work among our members.

We also went to the meeting of the Chapter Cabinet, which is composed of chapter presidents

and presidents-elect. At Chapter Cabinet, we learned about issues being considered by the Board of Directors, discussed matters of interest to all levels of SLA, and networked with other chapter officers in order to share experiences and solve common problems. A hot topic of conversation was an unofficial report that SLA wanted to eliminate some of its print publications and replace them with electronic products. "Who's Who in Special Libraries" was rumored to be going electronic. By the time of the Chapter Cabinet meeting, everyone had an opinion about the print versus electronic debate. Some felt very impassioned. In the end, the Chapter Cabinet received assurances that there were no plans to change how "Who's Who" was going to be published. However, SLA is exploring uses of information technology to improve the way it provides services to members and also reduce costs. One example is the new Members Only section of the SLA Web site, which features "Information Outlook," "Who's Who" and Jobline. As the Association considers future questions of print and electronic publishing, I hope they will ask members for input.

In addition to LDI and Chapter Cabinet, I attended a couple of extremely useful sessions on government information, which will serve me well as part of my training in my new job as an international documents librarian at UC Berkeley. "Pub-

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lishing of Government Information: Issues of the Future" was a panel representing libraries and publishers, discussing the planning and marketing of products, copyright and the impact of the Internet. "Government Data: Here Today, Gone Tomorrow" featured **Kate Pittsley** of the Michigan Electronic Library, who talked about the benefits and perils of the transfer of government publishing to the private sector.

The SLA annual conference turned out to be a very valuable learning experience for me in many ways. That plus the charm of Minneapolis, where the people are above average, the weather is news, and Jesse "The Body" Ventura dolls are displayed at the Mall of America made the trip a worthwhile and fun experience.

To start the new year right, I am pleased to announce that SLA President-Elect **Donna Scheeder** will be visiting the Chapter in October and be our featured speaker at that month's dinner meeting. We look forward to welcoming Donna to the San Francisco Bay Area. Details will be announced in future publicity.

It looks like another exciting year for our Chapter. Would we want it any other way?

-- Jeanne Fong, Chapter President, is the International Documents Librarian at the University of California, Berkeley.

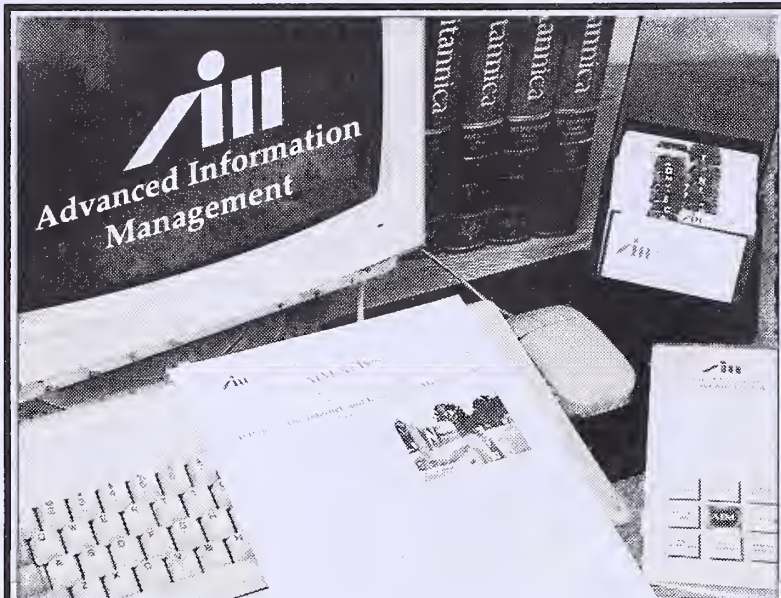
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New Chapter Discussion List and Email Reflector

by *Jeanne Fong*

Communication among San Francisco Bay Region Chapter members has just gotten easier with the creation of SLA-SF, a new electronic discussion list. SLA-SF is a new service provided by the Chapter that allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession.

SLA-SF is ready for you to use, but first you need to subscribe. Instructions for subscribing, and guidelines for the use of SLA-SF appear in this issue of Bayline and on the Chapter Web site at http://www.sims.berkeley.edu/sfsla/organiza/disc_list.html.

The Chapter thanks **Debbie Hunt** for volunteering to create and maintain SLA-SF, and to the **Exploratorium** in San Francisco, where Debbie works, for agreeing to host the discussion list on their server. Comments or questions about SF-SLA may be sent to Debbie Hunt at dhunt@exploratorium.edu.

In addition to SLA-SF, the Chapter also maintains an email reflector. The Chapter's email reflector, which is not new but has been in existence for a couple of years, is used only by the Chapter President to issue official Chapter announcements. Many Chapter members are already familiar with the reflector. It has been used most often to remind members of upcoming meetings, workshops and tours, and for announcements of other professional activities of general interest.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter an-

nouncements. The reflector is centrally maintained by **Linda Yamamoto**, Chair of the Directory Committee, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address. Theoretically, all current members of the San Francisco Bay Region Chapter who have reported an email address to SLA should be receiving messages sent on the Chapter email reflector. In reality, members come and go, and email addresses change. If you want to add your email address to the Chapter's email reflector, please send a note to Linda at linday@stanford.edu. As always, members are reminded that they must inform both Linda and SLA Headquarters about any changes in their membership information. Please see the Membership Directory Update Form on the Chapter home page at <http://www.sims.berkeley.edu/sfsla/UpdateForm.html>.

Remember: Chapter members who receive messages on the Chapter email reflector are not automatically subscribed to SLA-SF. You will need to subscribe to SLA-SF following the instructions that appear in this issue of Bayline or on the Chapter home page.

The Chapter's Executive Board is providing our members with SLA-SF and the Chapter email reflector as new services to promote convenient and efficient communication among our members. We encourage you to use them, and welcome any suggestions you might have about how the Chapter can better serve you.

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Executive Board Meeting and Joint Executive Board/Advisory Council Meeting, June 22, 1999

Minutes submitted by Rita Evans

Executive Board Turnover Meeting

**June 22, 1999, San Francisco
Public Library**

1. The Executive Board meeting was called to order at 4:15 p.m. Present were **Jeanne Fong** (incoming President), **Rita Evans** (outgoing Past President), **Sara Olsen** (outgoing Director/Program Chair), **Maggie O'Brien** (incoming Director/Program Chair), **Karin Zilla** (incoming Assistant Director/Program), **Kristi Wessenberg** (outgoing Treasurer) and **Tamara Horacek** (incoming Treasurer). Rita opened the meeting in Linda Suzuki's absence and passed the virtual gavel on to incoming President Jeanne Fong.

2. The minutes of the Executive Board meeting of May 18 were approved.

3. **Treasurer's Report:** Kristi presented her report which included almost all income and expenses for the 1998-99 chapter year. Total balance as of June 22, 1999 is \$48,828.75.

4. **Chapter Leadership Training:** Jeanne provided a brief background description and said that the board had suggested communication as a topic for a half-day workshop to be held on a week-day. President-Elect Marlene Vogelsang will coordinate. All 1999-2000 Board and Council members will be eligible to at-

tend. The workshop facilitator will be consulted about the feasibility of also including assistant committee chairs from our larger, multi-member committees. The chapter will pay all costs for the training session which will be held in August.

5. **Chapter Discussion List:** Board approved the draft guidelines submitted by Debbie Hunt. The Exploratorium will host the list.

6. **Proposal to replace the joint December dinner meeting with San Andreas with another joint chapter activity:** Board agreed that the existing joint December dinner meeting with San Andreas should be dropped because of poor attendance due to the stresses of the holiday season, the long travel distance and the traditionally inclement winter weather. The Program and Professional Development Chairs will be asked to contact their counterparts in San Andreas to explore the possibilities for another joint chapter activity at some other time of year. Jeanne stated that the San Andreas Chapter was open to these changes, and were willing to be flexible. This topic will be discussed at the Joint SF/SA Board meeting in July. It was noted that if we decide to hold an SF chapter-only event in December, it should be an informal meeting without a speaker. Doing something to raise money for a charity was also discussed.

7. **Mentoring program:** Jeanne distributed the list of mentoring assignments (each board member is assigned two or more committees to mentor). Mentors: are available to committee chairs to answer questions and provide guidance; keep in touch with committee chairs on a monthly basis, and monitor committee progress; contact chairs before each board meeting to see if there's anything to report or to be discussed by the board; help chairs think globally -- remind them how the committees need to work together as a team and coordinate activities; watch spending -- at a minimum, at mid-year, check to see how the committee expense/income are vs. budget requests. Rita noted that she enjoyed her mentoring assignments, particularly working with Professional Development.

8. **Checks:** Board agreed that checks must be submitted to the Treasurer no later than four weeks following an event.

9. **Board/Council Roster:** Jeanne distributed a draft roster and asked everyone to check their entry and get back to her by July 2 with any changes or additions. The roster will be posted on the website and will be updated throughout the year.

10. **Draft Administrative Calendar:** Jeanne distributed a draft administrative calendar to

help coordinate chapter activities. It includes monthly meetings, board meetings, budget deadlines, report deadlines, bulletin production schedule and other information. This prompted discussion on a number of topics: Karin suggested looking into using calendar software such as MS Outlook. Tamara said the existing schedule of waiting until June to set advertising rates creates problems for the Advertising Chair and asked if that could be done at the May Board meeting instead. The Board agreed to the change. Maggie noted that the effort to have every meeting notice mailed with the Bayline in order to save money was successful, but it also meant that some notices were sent too far in advance. She said she planned to budget to do one or possibly two separate mailings in order to get the program flyers

out at the right time. It was noted that these separate mailings might be better timed for some Tours or Professional Development events as well. Rita commented that many members rely on the e-mail reflector notices sent before events, and chairs need to remember to send those in a timely manner as well. Karin said she doesn't receive the reflector messages. Anyone who is not receiving them needs to contact both Directory Chair Linda Yamamoto and SLA Headquarters to be sure they have your current email address. A notice about this will be placed in the Bayline since people not receiving reflector notices probably don't even know that the Chapter reflector exists. This information will also be posted on the new discussion list. Karin said we should really promote the discussion list if we

want it to be successful. Jeanne said that SLA chapters' experience is that 30% or fewer of eligible members will join. The option of automatically adding new members with the option to drop was discussed but nothing was decided. Kristi noted that it's very difficult to find items on the Website that are only for the use of the Board and Council, such as the chapter letterhead. The Board will ask the Web committee to make a page with links to all of those items, and then to distribute that page's URL to all Board/Council members.

11. Ad revenue: Tamara said our rates are in line with other chapters and we should consider raising rates since our bulletin is of better quality than most

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chap3. **Treasurer's Report:** Kristi Wessenberg distributed and explained the income and expense statements and noted that the chapter ended the year in very good financial shape. She said chapter income will improve the next two years since we will handle the joint SF/San Andreas Jobline and will receive that income.

4. Finance Report: Bill Van Niekerken distributed the year-to-date finance report showing the proposed 1998-99 committee and office budgets vs. the actual income and expenses for those committees and offices. Thanks to good fiscal controls, careful spending, and better income than expected, a projected deficit of more than \$11,000 was reduced to less than \$1,000. Bill had previously distributed via e-mail the budget worksheets for 1999-2000. Officers and committee chairs must complete these and send them to Bill by July 25 in order for him to formulate the chapter's budget in time for the August meeting.

5. Wrap-up: In Linda Suzuki's absence, Rita Evans provided a brief review of the chapter's 1999-2000 activities, which included the Winter Meeting and 75th Anniversary celebration as well as our usual events. Rita commended Linda for her successful efforts to stem the downward trend in our financial situation.

6. Chapter Award for Professional Achievement: Rita announced that Debbie Jan is the recipient of the 1998-1999

award, which will be presented at the September dinner meeting.

7. Chapter Brochure: Linda Suzuki has agreed to head a group to update the chapter brochure that is sent to all new members.

8. Global 2000 Stipend: Jeanne Fong announced that the board had agreed at the May 18 meeting to tentatively budget \$1,000 to support the attendance of a librarian from a developing country at SLA's Global 2000 conference through the association's Attendee Stipend Program. A final vote will be taken when the 1999-2000 budget is drafted.

9. Chapter Leadership Training: Jeanne described plans for the second annual Leadership Training Program. The program is the Chapter's way of thanking the new year's officers and committee chairs for volunteering their services. This year's program will be held in August as a half-day professional development workshop on the topic of effective communication. It will be free of charge, and held separately from the August joint Board/Council meeting. If anyone has suggestions for speakers, let Marlene Vogelsang know as she is coordinating the program. (See Board minutes for more details.)

10. Chapter Discussion List: Debbie Hunt asked for comment on her draft guidelines for the Chapter's new discussion list.

She said that 100-150 participants usually are needed to keep a discussion list working. She recommended that we not automatically register members. Debbie Jan asked if we'd still be using the chapter reflector to notify members of events; we will. She suggested that we make it clear to chapter members that the reflector and the discussion list are separate things. Debbie Hunt said she'll see if the software allows for temporary mail/no mail option if you're going to be out of the office. Instructions and information about the discussion list will be disseminated via the reflector, Bayline and the chapter web page. The new discussion list is experimental, and will be reviewed in one year.

11. December Joint Meeting: Jeanne reported that the board felt that we should discontinue holding a joint meeting in December with San Andreas, and pursue a different joint activity. Bill Van Niekerken and Tony Landolt both said that having a joint meeting with SA allows time for networking which a joint professional development program does not; Tony noted that it was a good chance for committee chairs from the two chapters to share information. Several people suggested that perhaps a joint meeting at a different time during the year should be tried, and the hors d'ouvres format should be considered. This topic will be pursued at the Joint SF/SA Board meeting in July. (See Board minutes for more details.)

12. Board Mentoring of Committees: Jeanne distributed the mentoring assignments and encouraged committee chairs to keep in touch with their board mentors.

13. Draft Executive Board/Advisory Council Roster: Jeanne distributed the roster and asked for changes by July 2.

14. 1999-2000 Bulletin Production Schedule: Eris Weaver distributed the schedule. Committees with notices to be mailed need to note the deadlines for getting copy to the printer.

15. 1999-2000 Advertising Rates: Tamara Horacek announced that the board had ap-

proved a 10% increase in rates. (See Executive Board minutes for more details.)

16. Committee Reports

Academic Relations: Debbie Jan reported by e-mail that there are 60 students in the SIMS program. Two student events were held this year. On November 4, there was a fall reception co-sponsored with the SIMS Alumni Association and NOCALL. The second event was on "Category Systems and The Web." Academic Relations also coordinated with the Professional Development committee, arranging for a San Jose student to attend the March program. **Advertising:** Tamara Horacek reported by e-mail that

the May/June issue of Bayline had 15 advertisers and 10 are currently scheduled for September/October. Tamara and Eris Weaver are working together on procedures to ensure that current copy is always used. Several new potential advertisers have been identified from the new mailing list and Crag Griffith will be contacting them. **Archives:** Diane Fortner reports that things are quiet and dusty. **Bayline:** Eris Weaver reported by e-mail on her transition as new editor. A mismatch in the number of mailing labels is under investigation with the Association office and our Mailing Committee. Eris is working with Tamara Horacek on procedures

Continued on the following page

Free Demonstration in San Francisco

Tuesday, October 26, 1999

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for advertising copy. Many of the Bayline committee members are staying on and two new members have been added. Eris is looking into the possibility of upgrading the Chapter's computer hardware and software. **Program:** Sara Olsen gave a recap on the speakers, topics, formats and venues. **Director:** Linda Yamamoto thanked Tony Landolt and Hospitality for its cooperation in distributing directories at meetings. San Andreas will be responsible for mailing the next directory. A date for the next directory has been discussed by the board and this will be discussed at the Joint SF/SA Board meeting in July. Tim DeWolf noted that the best way to make sure you're on the chapter reflector is to update your association membership record. A short discussion of SLA's Members Only section on its website then followed. If this section ever fills its promise, we may be able to produce the chapter directory in a different way. At present, though, the Members Only section is not working properly and we should be ready to produce another directory using our current methods. **Finance:** Bill Van Niekerken reminded everyone of the July 25 deadline for office and committee budget worksheets, and encouraged everyone to exercise fiscal responsibility. **Fundraising:** Terry Richards reported the committee had good success in raising money for the 75th anniversary, and it was very helpful knowing this year ahead of time who would be speaking at our meetings. **Government Re-**

lations: Kim Gregor hopes to activate the committee. **Hospitality:** Tony Landolt said he learned a lot about negotiating with venues and encouraged the committee to continue pushing for lower costs. He also said that the very early mailing of some meeting notices was not well-received by some members. Maggie O'Brien stated that those early, combined mailings were an attempt to reduce Chapter costs, but in recognition of the Chapter's improved financial state, the board has agreed that the mailings will be done separately this year, if needed. **Jobline:** Responsibility rotates every two years between SF and San Andreas and this year Jobline returns to SF. The Jobline Committee will follow the format SA has used. Changeover from SA to SF will take place in early July. Diane Rosenberger asked if we'd be losing Jobline income if we allow job posting on the discussion list, so it was agreed that the discussion list won't include job listings. It was noted that Angie was leaving the council after 20 years of service on the board and council, and the group gave Angie a well-deserved standing ovation. **Nominating:** Diane Rosenberger thanked her committee and commended Linda Vida on her willingness to serve as both Nominating and Fundraising Chairs. **Professional Development:** Claudia Fenelon thanked Kaiser and Kristi Wessenberg for providing excellent venues for our two video programs, and the Federal Reserve Bank and Diane Rosenberger for use of their facil-

ity for December's program. The all-day benchmarking program done in Campbell said the Chapter's strategic plan will expire next year. This past year the committee focused on one of the goals of the plan - to put more useful information on the website. Cris wants to conduct a chapter needs survey during the 1999-2000 in order to formulate a new strategic plan, and she hopes to have the survey on the web. The committee will also examine the chapter's existing committee structure and make recommendations to the board. **Tours:** Kurt Shuck reported that two tours were held at ABAG and the SF Arboretum. He stressed the need to coordinate tour mailings with other mailings. **Web:** Tim DeWolf said the committee hopes to add a search engine and make other improvements, including more timely posting of the Bayline. He encouraged feedback from anyone using the site. Any committee having an event announcement or other announcement should contact Tim to have it posted.

17. The next Joint Executive Board/Advisory Council Meeting will be held on Tuesday, August 10.

18. The meeting adjourned at 7:55 p.m.

San Francisco/San Andreas Chapters Joint Board Meeting

July 20, 1999, Mountain View

by Molly Skeen

The meeting was called to order at 6:05 p.m. In attendance were Mary Ellen Bercik, Doreen Cohen, Jeanne Fong, Tamara Horacek, Douglas Hambley, Jana Humbert, Molly Skeen, Lucy Steelman, Linda Suzuki, Marlene Vogelsang, and Karin Zilla.

1. Jobline: Responsibility for the Jobline has been turned over to the San Francisco Chapter with Dan Cunningham as Chair of the Jobline Committee. At the suggestion of the Jobline Committee, Board members discussed the possibility of discontinuing telephone access to the Jobline in the light of increased access to web technology, which raises into question the use of one to two hours per week of volunteer time needed to update the recording. The two chapters have been maintaining the voice format of Jobline on a telephone line owned by Dialog.

Douglas distributed use statistics showing 208 calls to the Jobline between 5/1/99 and 6/30/99. The use statistics do not tell from where the calls originate. The group talked about how the move from telephone access to web access exclusively might affect Jobline revenue, user access and those who pay the suggested donation to publicize openings on Jobline. The San Andreas Chapter has surveyed its members and found that 100% of the respondents have internet access. However, only about forty members out of a total membership of over four hundred returned completed surveys. The San Francisco Chap-

ter which has not done such a survey recently, said its Strategic Planning Committee is planning a survey and will include questions about internet access. It was agreed that both chapters will take three to four months to publicize electronically and through the bulletins the possible discontinuance of telephone access to the Jobline, and gather reaction and comment. A request for feedback will also be included in the weekly recording. Douglas will ask Dialog for use statistics for this time period. Since the boards only meet annually, it was agreed that at the end of the four month period, the Boards will vote separately on whether or not to discontinue telephone access, and the presidents will report to one another on the outcomes.

Motion: The Joint Boards of the San Andreas and San Francisco Chapters will consider discontinuing telephone access to the Jobline after both chapters survey members to determine how many have access to it on the internet. The motion was approved.

2. Genentech Workshop:

Genentech will be hosting a one-day patent workshop on intellectual property issues in February 2000 and has asked the Chapters to post an announcement on the reflector. Board members agreed that this could be done.

3. Joint December Meeting:

Board members discussed the possibility of finding an alternative to the December joint chapter meeting with a different joint ac-

tivity. The December meeting is not well attended for various reasons including difficulty of transportation and scheduling conflicts during a busy time of year.

Among the possible alternatives suggested are a workshop followed by a social event that all could attend, a picnic, a cruise, and a Giants game. It was agreed that both Chapters' Program and Professional Development Committees should explore alternatives to the joint December meeting.

4. Joint Directory: Jeanne reported that Linda Yamamoto, the Chair of the Directory Committee, estimates a March 2000 publication date for the next edition of the Directory if current procedures are followed. Current procedures involve importing two separate files provided by the Association office into FileMaker Pro and labor-intensive verification procedures. Douglas said the Association should be able to provide the data we need in a format that could be published more quickly. He also expressed concern that the Directory becomes out-of-date and should be published annually. Linda mentioned that there could be cost concerns with annual publication and Tamara said it can be difficult to find advertisers. It was agreed that Douglas would contact the Association office to find out what options are available for the data and that he would consult with both Chapters' Directory Chairs to develop less labor intensive ways of publishing the Directory.

Continued on page 23

Calendar

SEPTEMBER

13

North Bay Cooperative Library System Customer Service Workshop presented by Pat Wagner of Pattern Research. 9am to 4pm, Mendocino County Library, 105 N. Main Street, Ukiah. No fee. To register, call Erika at the NBCLS Headquarters office at 707-544-0142, ext. 12.

15

North Bay Cooperative Library System Customer Service Workshop presented by Pat Wagner of Pattern Research. Lake County Library, 14785 Burns Valley Road, Clearlake. (see Sept. 13 for contact info.)

Library Leadership: Confronting a Tumultuous Future. A workshop presented by the Stanford-

California State Library Institute on 21st-Century Librarianship. Stanford University. For more information see <http://institute21.stanford.edu>.

16

San Francisco Bay Region Chapter Dinner Meeting at Gabbiano's in San Francisco. Dr. Seth Lerer will speak on "Language of the Year 2000." (See enclosed flyer for more info.).

North Bay Cooperative Library System Customer Service Workshop presented by Pat Wagner of Pattern Research. Benicia Public Library, 150 East L Street, Benicia. (see Sept. 13 for contact info.)

30

SLA Sierra Nevada Chapter Dinner Meeting at the Nile of

Sacramento (in Old Sacramento) featuring a speaker from the Digital Library of California.

OCTOBER

San Francisco Bay Region Chapter Dinner Meeting. Speaker: SLA President-Elect, Donna Sheeder. Details to be announced.

-- To list an event contact Karin Zilla at kzilla@certified-personnel.com. Phone 510-673-0186. Calendar events are updated biweekly at <http://www.sims.berkeley.edu/sfsl>



The folks who bring you Bayline! Front: Kelly Ward, Eris Weaver. Back: Martine Roundtree, Jo Falcon, Diane Rosenberger, Lynne Branche Brown, Lenay Milford. Not pictured: Alice Egan, Elyse Eisner, Marlene Vogelsang.

5. **Brochures:** Linda mentioned Andreas Chapter does not have a brochure, but sends a welcoming letter and questionnaire to new members.

6. **Government Relations:** Karen asked for feedback on possible activities for the San Francisco Chapter's Government Relations Chair. In the San Andreas Chapter, Peggy Watson keeps members informed about pending California legislation and alerts members to the California Library Association's Legislative Day in Sacramento. It was suggested that the Association office could be another source of ideas.

7. **Programs:** The two Chapters will share information about program plans as they develop.

8. **Discussion List:** Jeanne mentioned that the San Francisco Chapter is starting an email discussion list in August.

The meeting adjourned at 7:20 p.m.

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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

November/December 1999
Volume 70 Number 2

President's message from Jeanne Fong

.....

Although it's still relatively early in the Chapter year, our committees have already done a wonderful job putting on our fall programs and activities.

The speakers and meeting arrangements for our September and October chapter meetings were excellent; you may read about them in this issue of *Bayline*. SLA President-Elect **Donna Scheeder**, who is visiting various chapters during the next two years, chose ours as her first stop when she came to visit in October. She toured libraries in San Francisco and Berkeley, met Chapter members at the October meeting and was guest of honor at the Chapter's annual student reception at UC Berkeley's School of Library and Information Management Systems.



Thanks to Program Director **Maggie O'Brien**, Hospitality Chair **Lynn Dix**, and committee members **Sarah Cervinski** and **Cary Littell** for organizing the September and October meetings. My appreciation also goes to Past-President **Linda Suzuki** for assistance with planning Donna Scheeder's schedule, and to Academic Relations Chair **Tony Landolt** and Past-President **Linda Vida** for their work on the SIMS reception.

My last President's Message was titled "Looking Back, Looking Forward." Future columns will continue the theme of looking forward by featuring brief interviews of a few of our newer of Chapter members whose careers are contributing to the evolution our profession.

Sally Thomas is the project manager of the Web component of the University of California

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inside...

- Does the **library gene** run in YOUR family? page 4.
- Congratulations, **Debbie Jan**, on your Professional Achievement! page 7.
- A tribute to the late **Sue Rugge**, page 11.
- The evolution of language, page 16, through email, page 9.
- A visit from **Donna Scheeder**, page 17.

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From the editor's desktop...

As I read through the articles and columns submitted for this issue of *Bayline* -- President **Jeanne Fong's** interview with **Sally Thomas, Jo Falcon's** feature on the "library gene," **Reva Basch's** tribute to **Sue Rugge** -- I was struck by the fact that most of them focused on people. So much of the literature of our profession focuses on the latest and greatest technological tools that it's easy to forget that what distinguishes us as a profession are our people skills. After all, practically everybody uses computers, databases, the Internet, etc. today. It is not merely our possession and use of these tools that defines us, but what we do with them, the social and political contexts in which we apply our skills.

After all, a sculptor, a cabinet-maker, and a do-it-yourselfer all use the same tools -- saws, hammers, planes, sanders -- but for different purposes, in different contexts, with different results.

What is a library without a librarian, anyway, but a building full of books?



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Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfla/>

Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. For more information, contact Dan Cunningham at 510-466-6194. To list a position, email him at dcunningham@chrm.com or fax 510-273-8832.

Feature

.....

Stranger Than Science : The Library Gene

by Jo Falcon, MLIS and daughter of Mary Helen Feldman, MLIS

His father had just received the MLIS. His mother had been a librarian since before he was conceived. Searching the reception line at the graduation banquet from his place in her arms, little Hartley unerringly grabbed my thumb and plugged it into his mouth. "He likes the taste of librarian," his mother laughed.

Is it an acquired taste, or is there a Library Gene? When I asked the new SLA listserv, we already knew of at least one two-librarian household and a few multi-generation families on the *Bayline* staff alone. But plenty more have come out of the woodwork in response to that query.

Holly Mohler is sure she has the gene:

"Both of my parents are librarians! I am a law librarian at a private law firm. My mom works in the Serials Department of a law school library. (She used to take me to work and I would put in pocket parts and stuff, until I realized in my teenage years that I could get paid to do that!) My dad was a high school librarian for many years, and also worked at a law school library and a private special library. (It was nice when he was a school librarian, since he could take the encyclopedias out of the library for me to use at home!)" And grandparents on both sides worked in the book industry.

Hartley's genes go back to a great-great-grandfather who helped found the library of his Midwest town. Not even one year old, he'll bear watching. When editor **Eris Weaver**'s son was not much older,

"...Gabriel asked me, 'Mama, what's inside my teeth?' Typical toddler type of question. Hungry, tired, and busy trying to get dinner on the table, I brushed it off with an "I don't know!" He marched over to the bookshelf, pulled out my copy of *Gray's Anatomy*, handed it to me, and demanded, with hands on hips, 'Then LOOK IT UP!!!'

At the more advanced age of 7 or 8, **Beth Edelstein**'s son,

"when organizing his baseball cards when he was 7 or 8, asked me whether he should put the A's before or after the Astros. Probably evidence of a librarian gene." (It's the Oakland Athletics - probably needs a 'see also.') He also has a librarian aunt and a library trustee grandfather.

One of us, as a child, did collection development and circulation management for a small consortium



of *Nancy Drew* readers. She sold off duplicates to buy new titles, and charged an ILL fee for loans outside the Girl Scout troop. But it was **Angie Brunton**'s nieces who "happened to have the only Barbie doll that was a librarian."

Richard Geiger may actually be part of a librarian breeding program. Son of a serious book collector (several thousand volumes), he

"met my wife Susan at the UCLA Art Library. I was the circulation supervisor, a library assistant II, and Susan was a student assistant. She entered UCLA library school the next year. Two years later I went to the same school. Our son Brendan, 19, has worked for Taylor & Assoc. and a little for The Chronicle library."

But **Andy Kivel**'s family has to hold some kind of record. The December 1995 *American Libraries* featured a bar mitzvah photo of five information

professionals in his family. Who knows what we'll see thirteen years from now, at the bar mitzvah of Daniel Eli Kivel-Goldstein...

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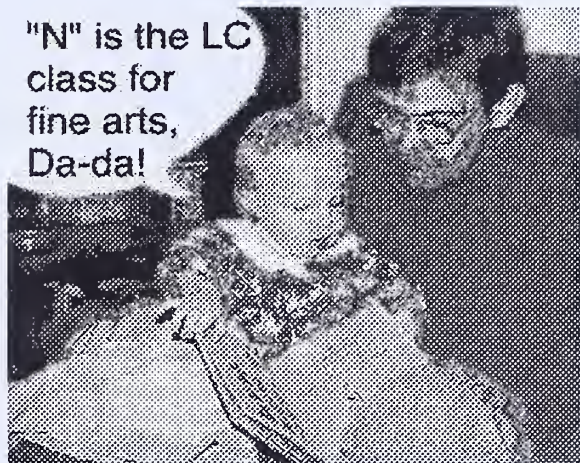


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In an effort to serve you better and more efficiently, we'd like to find out what portion of the Chapter membership is using the telephone version of the Jobline as opposed to the Web version at the Chapter website. Do you use the telephone version of the Jobline? Why or why not and how often? Do you use the web version? Why or why not and how often? Do you use neither? Why not? Please send your replies to Dan Cunningham, Jobline Chair, by email: dcunningham@chrn.com or by postal mail: Dan Cunningham, Crosby Heafey Roach & May, 1999 Harrison St., Oakland CA 94612. **THANKS!**



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Chapter Award for Professional Achievement: Debbie Jan

by Rita Evans

As a volunteer, professional organization, the success of the San Francisco Bay Region Chapter depends on the invaluable efforts of its members. **Debbie Jan** of the University of California, Berkeley, exemplifies the sort of chapter member who, year after year, makes outstanding contributions to the Chapter through her talent, time and energy.

The Chapter Award for Professional Achievement publicly recognizes members for their "notable and enduring contributions to the chapter or the profession." This award emphasizes local activity and leadership of an exemplary nature, and the 1998-1999 award was presented to Debbie at the September dinner meeting.

Award criteria specify that particular attention should be given to local involvement and chapter contributions, including: outstanding leadership in the chapter and in committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovations at the worksite; and mentoring activities.

Debbie has an impressive resume of chapter activities:

- Web Committee 1998-2000
- Academic Relations Chair 1998-99
- Nominating Committee 1997-98
- Professional Development Committee 1996-2000, Co-Chair 1996-97
- Directory Committee 1994-97, Chair 1995-97
- Hospitality Committee 1993-1995

In addition to her outstanding leadership skills, she has willingly toiled behind the scenes to make major Chapter endeavors such as the membership directory and the Website a success. Under her direction, the publication of a joint directory with San Andreas was accomplished after several years of separate Chapter directories.

Debbie also handled site host duties for the Chapter's first forays into the area of providing video professional development programs, making room arrangements and taking care of technical issues. With the first two programs a success, the distance learning programs became part of the Chapter's education offerings.

Since joining the University of California at Berkeley's School of Public Health Library in 1985, Debbie has worked in several positions there and at the Kresge Engineering Library, and attended UCB's School of Library and Information Studies. She currently is Technical Services/Electronic Information Librarian at the Public Health Library.

Debbie joins the ranks of recent award winners including Tim DeWolf, Terry Dean, Richard Geiger, Angie Brunton, Marie McKenzie and Bob Britton. We've all benefited from her contributions, and she's a great example for our membership. Congratulations, Debbie!



Erratum: Chapter Discussion List

It has been pointed out to me that instructions for signing on to the Chapter's new discussion list, SLA-SF, were missing from Jeanne Fong's article in the last issue of *Bayline*. They are reprinted below. For more information on SLA-SF, see http://sims.berkeley.edu/sfsla/organiza/disc_list.html. Mea culpa!

Subscribing to SLA-SF

There are two ways to join SLA-SF, Regular or Digest. With a Regular subscription, you receive every message that is sent to the discussion list, message by message, as each is sent to the discussion list. With a Digest Subscription, you will receive a daily digest of all messages.

To subscribe to SLA-SF in the regular mode:

Send an email message to: requests@exploratorium.edu

Type the word SUBSCRIBE SLA-SF in the subject of the message. Anything in the body (main part of the message) will be ignored. This will subscribe you to the discussion list and you should automatically receive an email welcome message. If you do not receive such a message within 24 hours, please contact: Debbie Hunt, dhunt@exploratorium.edu.

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IJWTS That IMHO Email ~ Breakfast

by Kelly Ward

Did you make it to the September dinner meeting? If not, you missed an enthralling presentation by Dr. Seth Lerer. But then I always love listening to someone who really knows about English speaking English to me about English. But while he covered a lot of territory, and his entire presentation was interesting, the questions and comments we posed to him at the end nearly all dealt with his finale, the part that apparently most affected us where we live: the changes we're seeing in the ways we communicate because of email.

Does email promote communication between people of varied classes and cultures, or is it just creating another way for some to be cut out of the loop? Is email turning us into a culture of writers, or is it robbing us of the ability to patch together coherent sentences without having to slap on emoticons at the end? :-) Speaking of emoticons, for that matter, or smileys (the term I prefer for those sideways "type" faces), are they already passé as some say, even before many of us have ever stooped to using one? Personally I don't think they're passé yet. They're still too useful in the right circumstances. It's just that those circumstances are very limited, mainly to quick casual communications, often in group situations, wherein a satirical intent might otherwise risk being misinterpreted unless accompanied by a smile or a wink. This makes them ill adapted for professional communications between colleagues; how many of us would attend a business meeting wearing a red clown nose, after all?

Sometimes I wonder how I ever lived before email. How many of us use it? Can we have a show of hands? OK, it was a silly question. Would the tally be easier then if we asked the question the other way around? How many of us don't? Wha...?? There're still some hands raised! Sure,

not many, but a few of us still have managed to resist succumbing to it. How could that be? My mother and her brother have both begun their eighth decade on the planet, and at long last she's caught the bug. He, on the other hand, is worried about catching one: a virus. He's heard so much about Internet viruses that, although his computer is capable of letting him log on, he refuses to risk it. Well, his career won't suffer for that decision, since he's long retired, but a go-getting information professional actively pursuing a career in whatever we wind up calling the first decade of the coming century (my vote, by the way, is for "The Double-O's" but nobody asked me), that information professional needs to have an @ dot dot address. This may seem to be preaching to the choir, but in this rapidly evolving profession, having, knowing how to use, and actually using one's own email account ought to be considered as much a necessity as eating a healthy breakfast every day (More so, since many of us try to get by in the morning with just coffee).

It's no longer difficult or even costly to get a perfectly serviceable email account. Internet access may be another matter, but even folks whose only available Internet connection is provided by their public library can have email free of charge from any number of providers. If anything, selecting just one from among the plethora of options available may be the most difficult part. If you're interested, just "ask Jeeves" at <http://www.askjeeves.com> for directions to hundreds of sources for free email accounts, even ones in a few dozen languages other than English, from Arabic to Vietnamese. On the other hand, if the cost of buying a computer is what's getting in the way, now much cheaper dedicated email devices are finally becoming available.

Continued on next page

But even seasoned veterans who never go a day without opening that old in-box and hammering out dozens of messages shouldn't rest on their laurels. As with anything involving computers, new mail programs are constantly improving on the old, and periodically upgrading the system you use can help you run your e-mail instead of letting it run you. I always loved Pine and still enjoy using it, but where would I be now without my Netscape Messenger? OK, maybe I wouldn't miss it at all. I'd probably be using Eudora or any of a dozen other good programs competing with each other for latest and loudest, but I like to imagine I wouldn't be clinging to the mail program I'd always used just because I was accustomed to it, which would be on a par with the stubborn loyalty of those who held on so long to MS-DOS despite its limitations.

A final thought in closing: avoid taking vacations, or going to conferences, or even working for a living. Why? It cuts into the time you could be spending on research for *Bayline* articles. Had it entered my mind on that September evening in

Gabbiano's, that I might be able to stretch this topic, however tenuously, into article fodder, I might actually have found something informative to say. I might even have managed to use a spell checker. But when it came down to the wire, the deadline expired and a spell checker would have tossed up its hands when it encountered those two "words" in the title anyway. "And speaking of that," you ask, those of you who haven't chanced upon those expressions already in an e-mail message, "just what the heck does that gibberish mean?" Those are examples of e-mail acronyms, the first meaning "I just want to say" and the second "in my humble opinion". *BFN, HTH.

-- Kelly Ward, Public Health Library, UC Berkeley,
510-642-2511/ kward@library.berkeley.edu.

*Bye for now, hope this helps!



A Tribute to Sue Rugge

by Reva Basch

Sue Rugge, widely regarded as the founder of the independent research profession, died in Oakland, California on June 12th, 1999. She was co-founder with Georgia Finnigan of Information Unlimited, an early, Berkeley-based independent research firm, and went on to establish Information on Demand, a pioneering full-service information company offering online, telephone and library research in all subject areas, as well as document delivery from a global network of libraries. Sue was a founder of the Association of Independent Information Professionals, and served as its president in 1988-1989.

Sue was a member of SLA until the year before her death. As president of Information on Demand, she hired dozens of degreed librarians for both document delivery and research departments. She supported local SLA chapter activities, and encouraged employees to attend Bay Region dinner meetings, with the condition that she would reimburse their costs as long as individuals mingled with other chapter members, did not sit next to their own co-workers at dinner, and could report back, at the next staff meeting, about three interesting chapter members they'd met.

A founding partner with Helen Burwell in the Information Professionals Institute, which offers courses and support materials to aspiring independent researchers, Sue's book, *The Information Broker's Handbook* (McGraw-Hill), is considered the definitive guide to establishing, running and marketing a successful information business.

Through her seminars, tapes, personal appearances, and one-on-one consultations, she reached and influenced thousands of people seeking to put their love of research to work in a creative and entrepreneurial way.

In the mid-1980s, Information on Demand, the company she had built, attracted the attention of British media tycoon Robert Maxwell, who eventu-

ally acquired the firm and managed it through one of his holdings, Pergamon Press. Faced with a three-year non-compete contract that restricted her activity in the information industry, the entrepreneurial Sue turned to another of her passions, hospitality. She started Innkeeper's Respite, a "burnout service" for bed and breakfast proprietors who found it difficult to get away from their highly personalized, hands-on profession. Sue would visit an inn, learn the routine, let the innkeepers get to know her, and later take the helm whenever the innkeepers had to get away. As Innkeeper's Respite grew, Sue hired assistants, and eventually sold the business to a member of her staff.

As soon as her non-compete agreement with Pergamon expired, Sue plunged back into the information business as principal in The Rugge Group, a consortium of independent research professionals providing complementary skills and services. She eventually sold this business, too, and devoted herself to yet another entrepreneurial venture, Italia Reservations, an Italian travel and villa-booking service that she ran from her home-based office in Oakland.

Sue was fearless, stubborn, and unflinchingly honest. She was extraordinarily generous, not only with her financial resources, but with her time, expertise, and unflagging friendship. Yet, whenever the subject of success in business and her role in shaping the independent research profession came up, Sue turned modest and self-effacing, almost self-deprecating. She never seemed to acknowledge, in her own heart, what a difference she had made.

Sue was 58 years old. She is survived by her husband, Hank, her sons Jim and Bill McKinney, her sister Beth Callow-Soles, and the members of the information profession she founded and the many others whose lives she touched. Donations in Sue's memory can be sent to the Women's Refuge, Box 3298, Berkeley, CA 94703, or the Pro Choice Education Fund, California Abortion Rights Action League, 330 Townsend St., Suite 204, San Francisco, CA 94107.

Reva Basch is a columnist for Online Magazine and the author of Researching Online For Dummies.

Kaleidoscope

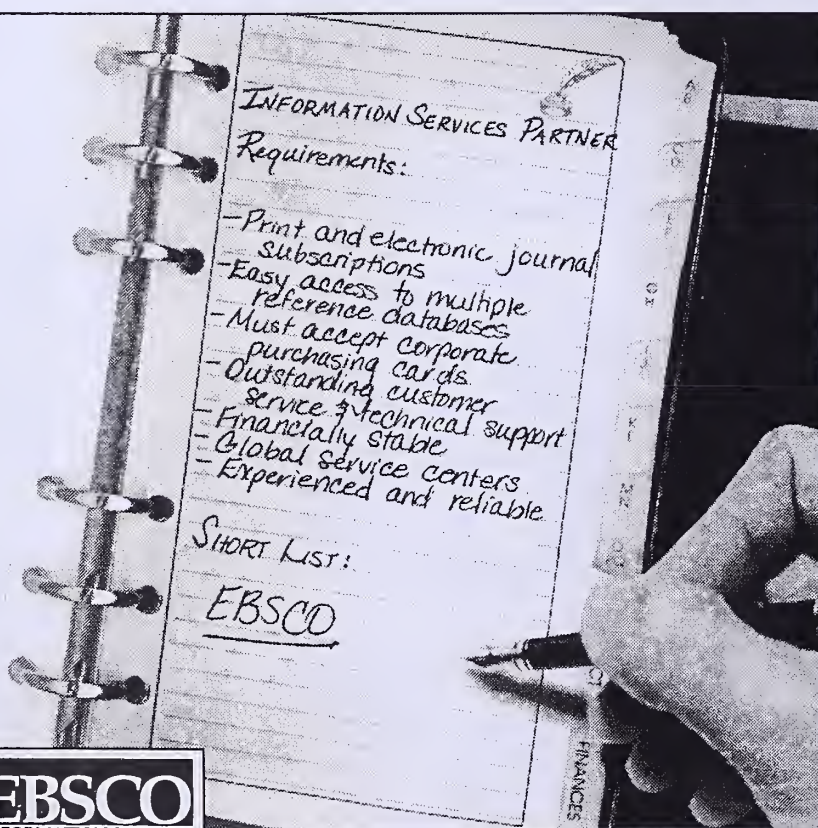
Wess-John Murdough left Degenkolb Engineers at the end of April. After a month-long tour of Europe, he joined Advanced Information Management in mid-June as Regional Manager for San Francisco and the East Bay. Wess-John can now be reached at wess.aimusa@juno.com.

Reva Basch logged her third total solar eclipse on August 11th, somewhere in the middle of the Black Sea. Retired Chapter member **Jackie deSoer** turned out to be on the same trip. Reva tells us she's already looking forward to June 21st, 2001, somewhere off the coast of southwestern Africa.

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New Members

.....

We are delighted to welcome our new members to the San Francisco Bay Region Chapter! We look forward to getting to know you. Get to know us by attending meetings and other chapter events, sign up for our discussion list, volunteer for committee work or just use your directory and call or email. I know you will find your chapter membership a valuable experience.

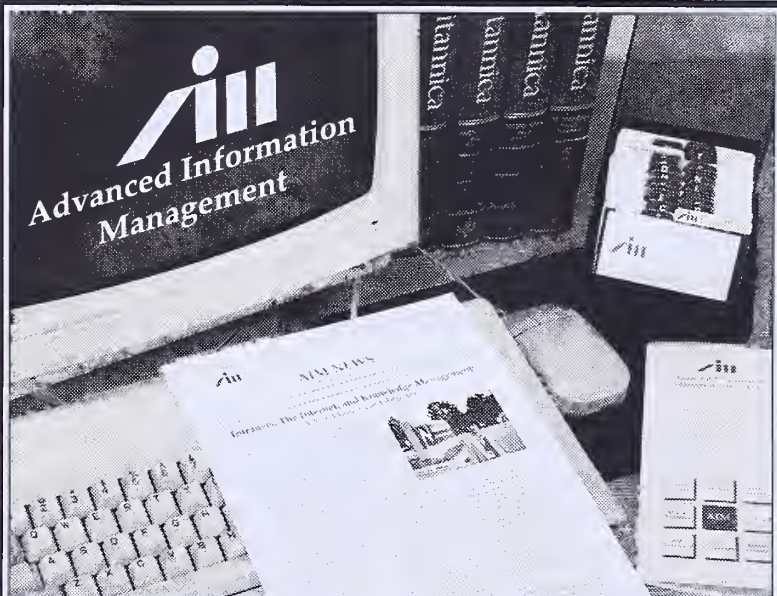
Our new members include:

Sandie Fitzgerald, who is a "novice" librarian for Electronic Arts in Redwood Shores. The Information Resource Center is the result of Sandie's work and persistence towards filling the company's need for a central information service. When the company built a new campus, space was added for the IRC and Sandie was told: "We built it, you run it!" Sandie has a mentor and colleague in the Electronic Arts Vancouver office, Linda Stanfield. The Information Resource Center now houses over 4,000 pieces of competitive and EA software as well as industry magazines, research documents and EA archives. Sandie can be reached at fitzgerald@ea.com.

Lynne Branch Brown is a new San Francisco Bay Region SLA member, but she is no stranger to SLA. Lynne worked at Raytheon's Equipment Division Library as a member of the Boston Chapter ten years ago. She earned her MLS from Simmons while at Raytheon. Since then she's been an Acquisitions Librarian at Penn State and Operations Officer at Yankee Book Peddler. She is now Customer Sales Consultant for Innovative Interfaces, Inc. in Emeryville and is completing her MBA with the University of New Hampshire. Born and raised on the East Coast, she is gradually getting used to the idea that she must now drive west to get to the ocean (but not before getting on numerous freeways going the wrong direction)! Lynne can be reached at lcbrbrown@aol.com.

Gerald Clark is a May 1999 MLIS graduate from San Jose State University. Gerry also has a BA in foreign languages and both an MA and PhD in anthropology. Gerry works at the Robert Crown Law Library at Stanford University, where he processes government documents and prepares serials and monographs for binding. Gerry worked for the USDA-Forest Service in Alaska as their chief archaeologist for over twenty years before moving to the Bay Area. He has presented numerous papers at anthropological and historical society meetings and has been a member of the Coast Guard Auxiliary for over 18 years. His interests include archaeology, foreign languages (he's currently taking Spanish classes), geosciences, history and boating safety. Contact him at gclark@stanford.edu for business or gclark@wahoo.sjsu.edu for non-business emails.

Welcome to you all. If you are a new member and we have not yet contacted you, please contact Lenay Milford at milford@pacbell.net.



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History Project (<http://sunsite.berkeley.edu/uchistory>), which is funded by the UC Office of the President to digitize documents and images related to the history of UC. I first met Sally when she joined our chapter last year, and we sat together at the New Members table at a chapter dinner meeting. She received her MIMS degree from UC Berkeley in May 1999 as a member of the first graduating class of the School of Information and Management Systems (SIMS).

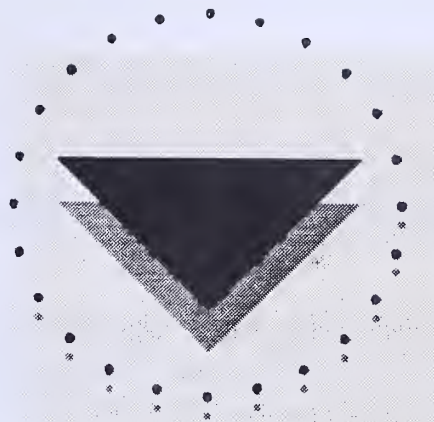
When SIMS opened its doors two years ago, we were all curious about the curriculum — what was new, what was old and what had been discarded. When I asked Sally to describe the SIMS students, she told me that they come from a wide variety of life experiences, and as a group cannot be easily characterized as having any particular professional or academic background, or preconceived notions about how they will use their new degrees. “Reference,” “cataloging,” and other familiar terms commonly used in library schools are not found in SIMS course titles, yet there are many courses at SIMS whose foundations are built on principles and concepts that are taught in the more traditional library schools. At the same time, however, SIMS makes it very clear to students that their curriculum is not tailored for people seeking traditional library jobs, but rather for those who want careers as information managers: highly adept with information technology and possessing the skills to succeed in a rapidly changing world. SIMS has been successful in this regard; many of its first graduating class have found jobs in high-paying positions in non-library settings.

Sally was first exposed to the challenges of organizing information and making it accessible to users in 1990, when she began working as Senior Editor/Director of Program Development of the Emma Goldman Papers Project, a sponsored project at UC Berkeley under the direction of Goldman biographer Candace Falk (<http://sunsite.berkeley.edu/Goldman/>). The project has collected, organized, and edited tens of thousands documents by and about Emma Goldman (1869-1940), a major figure in American radicalism and feminism. In addition to her participation in publishing a microfilm and book edition of Goldman's selected papers, Sally

played a key role in designing a traveling exhibition and high school curriculum guide that reached a broad public audience. In 1994 she worked with the staff of the Berkeley Digital Library SunSITE to create a Web site that led users to documents, images and moving pictures. The site attracts attention from users worldwide, including a surprising number of heirs of people who knew Goldman, and who have shared their relatives' stories with the Goldman Papers staff. While at SIMS, Sally developed an Access database with more than 1,600 records detailing Goldman's published and unpublished writings.

Sally joined the staff of the University of California History Website Project in January 1999. The UC History Project is identifying historical documents for full-text digitization, developing standards and methodology for digitization, and facilitating Web access by faculty, students, alumni and others interested in the history of the University and higher education. The results of the UC History Project will be used as a model for other UC campuses and academic institutions wishing to digitize their own historical records. As half-time project manager/editor, Sally oversees the digitization of historical documents and images related to the history of the University of California, and is setting the technical and editorial standards for the Web site. Project staff is currently focusing on documents from the UC loyalty oath controversy of the late 1940s to early 1950s. According to Sally, there are few, if any, other projects like this in the United States. Sally also has a half-time one-year position on the SIMS staff directing development of UCB faculty course-related Web sites.

I was very impressed with Sally's many accomplishments so early in her career. As a UCB library school alumna, I was very pleased to see how her academic training at SIMS has provided her with a sincere appreciation for the historical legacy of what librarians have contributed to society, plus a high level of confidence about her own ability to carry on that legacy in today's rapidly evolving world of information technology and management.



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Bobbie Merilees, chair of our Tours committee, shared with me her excitement about SLA's new database, CONSULT OnLine, found at <http://www.sla.org/consult/index.html>.

What kind of specialties are represented in the CONSULT database?

The Areas of Expertise were increased from 23 to 111 areas at the end of August. So my answer is that almost every kind of specialty must be represented!

There are four of us from the Bay Area in the database. Our collective expertise ranges from intranet development and knowledge management to competitive intelligence, digitization/image management, library automation and benchmarking, with subject specialties in areas such as business/finance, computer industry, information technology and law.

How does someone GET in the database?

SLA's CONSULT Online database is a directory

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of consultants who are SLA members. Consultants need to enter their membership number and surname before being able to input their profile. Areas of expertise and geographic regions can only be selected from predefined online lists. New entries are reviewed by SLA IRC staff for quality control.

Under what kind of circumstances might I or any other member want to consider hiring a consultant?

Consultants are in the business of helping. If you hire a consultant to help you with a project or problem, the benefits are:

- You obtain expertise and skills you only need for a limited amount of time. Consultants perform the same type of project multiple and even dozens of times, so they typically are very efficient and do a much better job than someone who is in learning mode. They also ensure you avoid common pitfalls and mistakes.

Continued on page 27

Program Notes

September Dinner Meeting: Language in the Year 2000

The September Dinner Meeting kicked off what promises to be an exciting year for the Chapter. As we have done for 75 years, Special Librarians from the Bay Area met to share comradeship, ideas, and a delicious meal.

The evening was highlighted by two events, the bestowing of the Chapter Professional Achievement Award to **Debbie Jan** and the lively and informative talk by our guest speaker, **Dr. Seth Lerer**. **Tim DeWolf** read a note from **Rita Evans**, Chair of the Awards Committee describing Debbie's numerous contributions to the profession and to the Chapter.

Dr. Lerer is Professor of English and Chair of the Department of Comparative Literature at Stanford University. He spoke about the changing English language as we speed into the second millennium. Without judging whether the changes are good or bad, Dr. Lerer opened his talk by citing some new slang that he had taken direct from MTV. For instance, "round" meaning cool (round: opposite of square), or "February" meaning out-of-style (February is such a gray and depressing month). Dr. Lerer calls the use of these common words in new ways *plastic etymologies*. Language is being remolded rapidly.

Drawing on his study of the English language through time, Dr. Lerer demonstrated how the language has constantly evolved from Old English (*Beowulf*) through Chaucer (the influence of the Norman invasion of Britain). The evolution has continued through the centuries borrowing and adapting in an increasingly shrinking world. The Professor cited Samuel Johnson who believed that language is a living thing, like a river whose course cannot be changed. New idioms often signal changes in our language, just as Norman Mailer's *Naked and the Dead* reflected the idiomatic changes that occurred in the written language during WWII. New influences change the inflection, tone and idiom of our language.

Dr. Lerer drew all of his points together when he suggested that the focal point of change for our time is the Internet. We no longer will have to wait for cultural influences to reflect changes in language; we can watch it happening in real time. Dr. Lerer noted that the Web has become a nationalizing phenomenon as demonstrated by his assertion that 85% of new Web sites are NOT in English. In addition, the Web changes the register of communication so that the emphasis is on communication with people we do not know intimately perhaps not at all. Dr. Lerer also talked about "emotoconative" communication emanating from the Web making use of symbols such as colons, parentheses and exclamation points and ALL CAPS for shouting, etc. (Many in the audience later were able to provide their own examples of email-specific abbreviations, etc.)

Dr. Lerer provoked our thinking about how we use language and contribute to its almost instantaneous changing nature in this electronic age. His talk was lively and energetic and those of us attending thoroughly enjoyed him – and the whole evening!

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An October Visit from SLA President-elect Donna Scheeder

Our October dinner meeting was held in San Francisco at Yank Sing, with about 75 members in attendance. After a delicious dinner of dim sum, SLA President-elect **Donna Scheeder** shared with the group why she believes that librarians should embrace politics in the workplace.

Scheeder's talk hinged on the idea that politics does necessarily exist in the workplace. As librarians we can either choose to participate in the political process or not, but there may be serious repercussions for our libraries should we refuse to do things at work because we wish to avoid political situations. She defined politics as "The art of bringing people together to get the *right things* done." The difference between good and bad politics is that of actions that support the objectives of one's organization vs. those that waste the resources of the organization in the pursuit of personal gain.

Alliance building and compromise are requisite skills for leaders, and must therefore be embraced by those who would be knowledge leaders within their organizations. When we do not participate in the decision-making process, the particular expertise that librarians bring to the table will be missing. That is not to say that our presence will be missed: someone else will rise to the occasion and take our place. Remember that politics is a process as important to the adoption of an idea as the content of the idea itself.

Here are thirteen tips that Scheeder shared for successful political participation:

- Build relationships by listening to people and getting to know them before asking for their help or support.
- Offer assistance even when you are not asked for it, so that you will have others to call on when you are in need.
- Map the power relationships in your organization—you may find that chains of influence have little to do with the org chart.



- Identify those with whom you have common interests and build alliances and partnerships.
- Understand the process by which decisions are made and strategize appropriately.
- Be prepared: negotiate with interested parties before that crucial meeting.
- Talk with others one-on-one in order to gather feedback.
- Use your energy to build alliances, not to get back at enemies.
- Look for voids or opportunities, be prepared to take advantage of them.
- Use consensus and compromise to make "creeping incrementalism" work for you in the decision-making process, without losing sight of your goal.
- Work out issues in private; do not surprise others by dropping a bomb in public.
- Stand by all team or committee decisions, do not voice individual dissent once they are made.
- Give credit for your accomplishments to your allies and supporters.

Above all else, Scheeder stressed, our integrity is our most important asset. All politics should be the politics of decency.

Thank you to Hospitality Chair **Lynn Dix** and Program Committee Chair **Karin Zilla** whose hard work made this event possible. Thanks as well to our generous sponsors **Advanced Information Management**, **Certified Personnel**, and **Taylor & Associates**.

Natasha Bergson-Michelson, natasha-bergson_michelson@mckenna-group.com, is a Research Associate at the Technology Information Center for The McKenna Group.

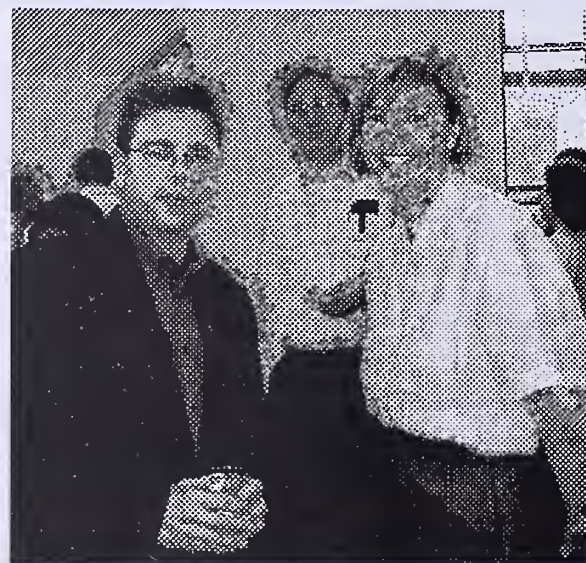
While in the Bay Area, SLA President-Elect Donna Scheeder visited several libraries, spoke at our Chapter's October dinner meeting, and attended a reception at UC Berkeley's School of Library and Information Management Systems (SIMS). Thanks to Debbie Jan and her digital camera for this photos from the SIMS event!



Tony Landolt, Chair of Academic Relations, and SIMS students at a reception for SLA President-Elect Donna Scheeder.



From left: Yan Lei (Visiting Librarian to UCB Chemistry and Biosciences Libraries from Zhongshan University, Beijing), Chapter President Jeanne Fong, SIMS Professor Michael Buckland.



From left: Tony Landolt, Professor Buckland, and SIMS Director of External Relations, Kristi Mitchell.

Focus on Communications at Chapter Leadership Workshop

"Communications Excellence" was the focus of the Chapter Leadership Training workshop held October first at the Pacific Energy Center. This program is provided for our Committee Chairs and Co-Chairs as a professional development tool and a thank you for their time and effort as volunteers in our chapter.

This was the second year the training has been offered. Almost half of our Executive Board and Advisory Committee members were able to attend. President **Jeanne Fong** has focused on communications as a theme in her leadership efforts and this training highlighted the characteristics of successful communication styles.

The workshop was facilitated by **Richard Spada**, a performance management consultant who works with organizations to achieve excellence through people and their performance. He specializes in organization development, training, education and facilitation. His discussion and exercises provided opportunities for us to reflect on and assess our own style of communication and identify ways to improve.

His introduction pointed out that communication is more than how we speak: it is how we enter a room, our body language and expression, every word we speak, every letter or memo we write, everything we do communications something about us.

In an interesting exercise, Richard asked us to name an influential leader and the qualities we admired. Our list ranged from mothers, friends and colleagues, to FDR, Jimmy Carter and Margaret Thatcher. Admired qualities included both technical competence and human/personal attributes of energy and optimism, passion, honesty and integrity, courage and charisma. The values list was long and varied.

The group then identified characteristics of successful communication styles including a confident,

open and engaging tone of voice; an ability to tell stories that illustrate, enhance and set a common ground; and a display of humanness of open body language and eye contact. It is important to connect as well as listen to your audience: a good leader enjoys and encourages the contributions of the group.

A self-assessment tool helped us identify our own styles on a matrix of assertiveness/expressiveness. Our group fell in the Bold/Direct style of to-the-point, blunt, bottom-line; the Expressive, involved with people, influential communications; the Sympathetic, quiet, calm, counseling, people-oriented style; but no Technical type, characterized by order, detail and logic. Of course, we had no catalogs present! Richard suggested that we strive to be fluid and move through these styles to best communicate with others.

It is important to recognize your own strength and work from that strength, with caution to make sure your strength works for you, not against you. To that end we looked at the strengths and the trouble spots of each style as well as tips for interacting with each of the styles. This understanding of communication styles will be helpful in identifying ways of working with others as well as improving our own communication skills by capitalizing on our strengths.

We finished up the morning with a discussion on the process of dialogue, a theory that proposes that breakdowns in communications are the root of most problems and that dialogue can serve as a foundation for learning by providing an environment where people can reflect together. Dialogue (from the Greek "through" and "word") is not discussion (from the Latin "discuter" to smash apart). This process shifts choice to insight, consensus to synergy, and advocacy to inquiry. In dialogue, inquiry occurs as individuals become aware of the context around their experiences and creates opportunities

continued on next page

for common ground. Dialogue helps to understand the position of others. As Stephen Covey puts it, "Seek first to understand." This is a generative and creating process, building on what is coming out of the process.

Feedback from participants has been positive. We came away with understandings of various communication styles and ideas of how to creatively "dialogue" with others.

Richard shared several references and articles about the process of Dialogue. These references include:

Isaacs, William. "Dialogue: The Power of Collective Thinking". *The Systems Thinker*. Vol. 4, no.3. April 1993. Pegasus Communications.

Isaacs, William. "Taking Flight: Dialogue, Collective Thinking, and Organizational Learning." *Organizational Dy-*

namics. Autumn 1993. American Management Association International.

Schein, Edgar. "The Process of Dialogue: Creating Effective Communication". *The Systems Thinker*. Vol. 5, no. 5. June/July 1994. Pegasus Communications.

Executive Board Meeting and Joint Executive Board/Advisory Council Meeting, August 10, 1999

San Francisco Bay Region
Chapter
Executive Board Meeting
August 10, 1999
San Francisco Public Library

The meeting was called to order at 4:10 p.m.

In attendance were Jeanne Fong, Tamara Horacek, Maggie O'Brien, Molly Skeen, Linda Suzuki, Marlene Vogelsang, and Karin Zilla.

1. The minutes of the Executive Board meeting of 6/22/99 were approved.

2. **Treasurer's Report:** Tamara presented her report, showing a total balance as of August 10,

1999 of \$47,495.01. Tamara commented on the fact that the check request for the November 1998 meeting expense had only recently been submitted. Board members agreed to ask committee chairs to submit invoices and check requests to the Treasurer as soon as possible, but no later than four weeks of incurring the expense.

3. **Directory:** Jeanne reported that Douglas Hambley, Past President of the San Andreas Chapter, is leading an effort to see if the chapters can streamline directory production by taking sample data from SLA's new membership database, importing it into FileMaker Pro, and formatting it for the printed directory. If this method saves significant time and effort, a new

edition of the directory can be published by the end of 1999. Linda Yamamoto is in the process of updating the text portion of the directory. The Board discussed the need to raise funds to subsidize directory expenses. If the chapters do produce a directory this calendar year, the Advertising Committee Chair will need an assistant. Directory advertising revenue has been low compared to the thousands of dollars it costs to produce and mail the directory. To raise more revenue we need both to send letters and call potential advertisers to invite them to place ads, and find additional ways of acknowledging directory advertisers other than printing their ads in the directory.

4. **Vacations:** Jeanne mentioned that she will be on vacation be completed by all officers and

committee chairs, and returned to SLA by Sunday, August 15. She will hand out the forms at the Board/Council meeting.

5. SLA Unit Officer

Acknowledgement Forms:

Jeanne said SLA Unit Officer Acknowledgement Forms need to be completed by all officers and committee chairs, and returned to SLA by Sunday, August 15. She will hand out the forms at the Board/Council meeting.

6. Leadership Training: Marlene distributed proposals from two consultants to conduct a half-day leadership training session for the Board and Advisory Council. Katherine Mitchell proposed a session titled "Effective Meetings," while Richard Spada's session is called "Creativity in the Workplace." It was agreed that the choice between the two presentations would be put to a vote at the Board/Council meeting following the Board meeting. The training will take place at the Pacific Energy Center.

7. Chapter Discussion List:

Jeanne announced that the Chapter's new electronic discussion list is up and running, administered by Debbie Hunt and hosted by the Exploratorium. Announcements will be made to members via the reflector and *Bayline*. It was agreed that Debbie's title will be Discussion List Administrator. Marlene will be mentor to this new position.

8. Chapter Brochure: Linda said she is in the planning phase in the development of a new Chapter

brochure. She is working with Chris Orr and Ella Hirst. The Board discussed the purpose of having a brochure, and debated the usefulness of producing another printed brochure as compared with relying solely on the Chapter web site in providing information about the Chapter to prospective and new members and others who are interested in learning about the Chapter's activities. If a new Chapter brochure is developed, there is a need to maintain a uniform look with the web site, stationery, and other materials. The Advisory Board will also be asked for input.

9. Budget: The 1999-2000 Chapter budget forecast was distributed, showing projected income of \$41,012, expenses of \$52,650, and a shortfall for the year of \$11,638. Jeanne said that similar shortfalls are typically forecast in August, but that the committees usually don't spend as much as they request. This year the Chapter will have new income from the Jobline and a 10% increase in bulletin advertising revenue.

There are two one-time expenses in the budget, one for new computer equipment for the *Bayline* committee and the other for software for the web committee. Almost all the committees requested a cushion, or amounts higher than what was actually spent last year. Jeanne asked Board mentors to take responsibility for coaching their committees to spend only what they needed, and not necessarily what they have been allocated. Jeanne mentioned that the Association suggests as a rule of thumb that chapters maintain a

reserve equal to one year's operating expenses. For the Chapter, this means an operations budget of about \$48,000. The budget was approved by the Board.

10. SLA Global 2000 Stipend:

The Board approved a donation of \$1000 for the SLA Global 2000 Conference. It will be used as a stipend for an attendee from a developing country.

11. September Meeting Honorarium:

The Board approved a \$250 honorarium for Seth Lerer, the speaker scheduled for the September meeting. Program sought this as an exception to the standard \$200 honorarium, which is Chapter policy.

12. Committee Chair Extended Service:

The Board agreed that Terry Dean's term as Chair of the Special Publications Committee be extended to a fourth year.

13. Nominating Committee:

The Board approved the new Nominating Committee which includes Linda Vida as Chair and committee members Wess Murdough, Rita Evans, Mark Mackler, and Tim DeWolf.

14. Professional Development:

A site is needed for the October 14 videoconference, "Effective Negotiating Techniques for Licensing Content."

15. Donna Scheeder's Visit:

Jeanne and Linda will work together to coordinate activities for SLA President-Elect Donna Scheeder's visit to the San Fran-

Continued on the following page

cisco Chapter. Donna will speak at the October meeting and has expressed interest in touring UC Berkeley libraries and meeting Chapter officers and SIMS students.

16. Program Schedule: Maggie distributed the 8/10/99 draft program planning schedule, mentioning that a decision is yet to be made about a joint December meeting with the San Andreas Chapter. She also commented on the difficulty in keeping the price of dinner meetings at a reasonable level. The quotation from Gabbiano's for the September meeting is \$28.50 per person. The Board agreed to subsidize the September meeting for \$1.50 per person to keep the price at \$27, the same as last year.

17. Past Presidents' Suggestion: Jeanne said she had received a suggestion from past Chapter Presidents Terry Dean, Tim DeWolf, and Cris Campbell that the Chapter should recognize Susan Geiger's contributions to the 75th Anniversary meeting and to other past Chapter-related events with a special Chapter award. Susan is a librarian and the wife of Richard Geiger; she is not a Chapter member. The Board agreed in principle that the Chapter should pay tribute to Susan, but due to the shortage of time, decided to postpone further discussion until the next meeting.

18. Next Meetings: The next Chapter Board meeting is scheduled for October 12 or 13 and the next Board/Council meeting will be held on February 8, 2000.

19. 1998 Student Essay Contest and Plans for 2000: Due to lack of time, a discussion of the Chapter student essay contest was tabled until the next Board meeting.

The meeting adjourned at 5:30 p.m.

Respectfully submitted,

Molly Skeen
Chapter Secretary

**San Francisco Bay Region
Chapter
Executive Board/Advisory
Council Meeting
August 10, 1999
San Francisco Public Library**

The meeting was called to order at 6:10 p.m.

In attendance were Nancy Adams, Dan Cunningham, Terry Dean, Tim DeWolf, Lynn Dix, Jeanne Fong, Beth Graham, Tamara Horacek, Debbie Hunt, Tony Landolt, Bobbie Merilees, Maggie O'Brien, Molly Skeen, Linda Suzuki, Linda Vida, Marlene Vogelsang, Bonnie Willdorf, and Karin Zilla.

1. The minutes of the Board/Council meeting of 6/22/99 were approved.

2. Treasurer's Report: The Treasurer's report, showing a total balance as of August 10, 1999 of \$47,495.01, was distributed.

3. Budget: The approved 1999-2000 Chapter budget was distributed, showing projected income of \$41,012, expenses of \$52,650, and a shortfall for the year of \$11,638. Jeanne Fong said that similar shortfalls are typically forecast in August, but that the committees usually don't spend as much as they request. This year the Chapter will have new income from the Jobline and a 10% increase in bulletin advertising revenue. Almost all the committees requested a cushion, or amounts higher than what was actually spent last year. There are two one-time expenses in the budget, one for new computer equipment for the Bayline committee and the other for software for the web committee. Tim DeWolf, chair of the Web Committee, clarified that the money budgeted for web software may or may not be used. Jeanne asked committees to spend wisely, purchasing only what they needed, and not necessarily what they have been allocated. Board mentors will review the budget at mid-year with committee chairs. In closing, Jeanne mentioned that the Association suggests as a rule of thumb that chapters maintain a reserve equal to one year's operating expenses. For the Chapter, this means an operations budget of about \$48,000.

4. Donna Scheeder's Visit: Jeanne and Linda Suzuki will work together to coordinate activities for SLA President Donna Scheeder's visit to the San Fran-

San Francisco Chapter. Donna will speak on "Politics and Leadership in the Work Place" at the October meeting and has expressed interest in touring UC Berkeley libraries and meeting with Chapter officers and SIMS students.

5. Past Presidents' Suggestion:

Jeanne said she had received a suggestion from past Chapter Presidents Terry Dean, Tim DeWolf, and Cris Campbell that the Chapter should recognize Susan Geiger's contributions to the 75th Anniversary meeting with a special Chapter award. The Board approved the suggestion in principle, and will discuss ideas for exactly what to do at its next meeting.

6. SLA Unit Officer

Acknowledgement Forms:

Jeanne said SLA Unit Officer Acknowledgment Forms need to be completed by all officers and committee chairs, and returned to SLA by Sunday, August 15. The forms are an outcome of the 1997 IRS audit of SLA. The IRS recommended that SLA take steps to ensure that all of its various units function as a single entity, in the eyes of the IRS. One way of accomplishing this was the creation of the SLA Unit Officer Acknowledgment Form that asks SLA officers and committee chairs to state in writing their agreement to adhere to Association bylaws, policies and procedures.

7. Leadership Training: Marlene Vogelsang distributed proposals from two consultants to conduct a half-day leadership training session for the Board and Advisory Council. Katherine Mitchell proposed a session titled "Effective

Meetings," while Richard Spada's session is called "Creativity in the Workplace." A vote was taken and it was agreed that the Board/Council would prefer "Creativity in the Workplace." The training will take place at the Pacific Energy Center and scheduled for a Friday morning. Marlene will establish a date with Mr. Spada, and announce it to the Board/Council. She will ask Mr. Spada if we can include in the training session the assistant chairs of Professional Development and Hospitality.

8. SLA Global 2000 Stipend:

Jeanne announced that the Board approved a donation of \$1000 for the SLA Global 2000 Conference. It will be used as a stipend for an attendee from a developing country.

9. Chapter Brochure:

Linda Suzuki said she is in the planning phase in the development of a new Chapter brochure. She is working with Chris Orr and Ella Hirst. The group discussed the purpose of having a brochure, and the usefulness of producing another printed brochure as compared with relying solely on the Chapter web site in providing information about the Chapter to prospective and new members and others who are interested in learning about the Chapter's activities. There were more expressions of wanting to publish another printed brochure than there were for only publishing it on the Web. If a new Chapter brochure is developed, there is a need to maintain a uniform look with the web site, stationery, and other materials.

10. Chapter Discussion List:

Debbie Hunt announced that the Chapter's new electronic discussion list is up and running, hosted by the Exploratorium. Announcements will be made to members via the reflector and Bayline. Jeanne said Debbie's title is Discussion List Administrator. Marlene will be mentor to this new position.

11. Nominating Committee:

Jeanne announced that the Board approved the new Nominating Committee, which includes Linda Vida as Chair and committee members Wess Murdough, Rita Evans, Mark Mackler, and Tim DeWolf.

12. Committee Chair Extended

Service: The Board agreed that Terry Dean's term as Chair of the Special Publications Committee be extended to a fourth year.

13. Joint San Andreas/San Francisco Board Meeting:

Jeanne summarized discussion and decisions made at the San Andreas/San Francisco Chapters Joint Board meeting.

The Joint Boards discussed the possibility of discontinuing telephone access to the Jobline in light of increased access to web technology. A motion was passed that the Joint Boards will consider discontinuing telephone access after both chapters survey members to determine how many have access to it on the internet, and how the elimination of the telephone format might affect overall usage and potential Jobline revenue.

Continued on the following page

The Joint Boards discussed the possibility of replacing the December Joint Chapter meeting with a different joint activity. The December meeting is not well attended for various reasons including poor weather, difficulty of transportation and scheduling conflicts during a busy time of year. Among the possible alternatives suggested were a workshop followed by a social event that all could attend, a picnic, a cruise, and a Giants game. It was agreed that both Chapters' Program and Professional Development Committees should explore alternatives to the joint December meeting.

The boards retained the option of holding a joint chapter December meeting, rather than rule it out completely.

The Joint Boards discussed the possibility of producing a new directory by the end of 1999. Douglas Hambley, Past President of the San Andreas Chapter, is leading an effort to see if the chapters can streamline directory production by taking sample data from SLA's new membership database, importing it into FileMaker Pro, and formatting it for the printed directory. If this method saves significant time and effort, a new edition of the directory can be published by the end of 1999. Linda Yamamoto is in the process of updating the text portion of the directory. The Board discussed the need to raise funds to subsidize directory expenses. If the chapters do produce a directory this calendar year, the Advertising Committee Chair will need an assistant. Directory advertising revenue has been low compared to the thousands of dollars it costs

to produce and mail the directory. To raise more revenue we need both to send letters and call potential advertisers to invite them to place ads, and find additional ways of acknowledging directory advertisers other than printing their ads in the directory.

14. Program Schedule: Maggie O'Brien distributed the draft program planning schedule, mentioning that a decision is yet to be made about a joint December meeting with the San Andreas Chapter.

15. Professional Development: Beth Graham said a site is needed for the October 14 SLA videoconference, "Effective Negotiating Techniques for Licensing Content." Suggestions from the group included USE, Golden Gate University, and UC Berkeley. Time to plan the videoconference is running short. If no site can be found within the week, the Chapter will not host the videoconference.

16. Tours: Bobbie Merilees requested feedback from the group on the selection of tour locations. Signups for tours have been low in recent years, and the committee has been spending more than it takes in for tour registration. To increase turnout, Bobbie suggested that different interests could be served by tours and asked for a vote to indicate interest in three possible types of tours: 1) work-related – to learn how colleagues are using new products and services; 2) vendor site visits – at companies such as Dialog or Information Access; 3) fun/networking – to see an interesting library and socialize with

colleagues. The vote seemed to indicate more interest in work-related and fun/networking types of tours. Vendor site visits were less popular because of the distance required to travel to them.

17. The next Board/Council meeting will be held on February 8, 2000.

18. Student Essay Contest: Jeanne reported that the winner of the 1998 Chapter Student Essay Contest did not attend the 1998 or the 1999 SLA Annual Conference. In spring 1998, the Chapter gave to the contest winner a check in advance to cover expenses for attending the 1998 annual conference. When he was unable to go to the conference, he received approval from the Executive Board to use the money for the 1999 annual conference. By accident the Chapter recently learned that the contest winner had not gone to the 1999 conference. The contest winner has not returned the monetary award. The Executive Board had intended to talk about what to do as follow-up, but due to lack of time, tabled discussion of the student essay contest until the next Board meeting.

19. Committee Reports

Academic Relations: Tony Landolt suggested coordinating with SIMS to arrange a reception for Donna Scheeder during her October visit.

Advertising: Tamara Horacek reported that Committee Chair Craig Giffith has sent letters to prospective Bayline advertisers.

Bayline: Marlene reported that Committee Chair Eris Weaver is planning to increase graphics and photos in Bayline and is looking for interesting feature articles. The September/October issue is scheduled to go to the printer on August 17.

Consultation: Bonnie Willdorf said she had three onsite consultations during the past year.

Directory: Marlene reported that Committee Chair Linda Yamamoto needs committee members.

Fundraising: Linda Vida said she has three sponsors for the September meeting: Advanced Information Management, Certified Personnel, and Taylor & Associates.

Hospitality: Lynn Dix said she has a committee of eight people at work making arrangements for upcoming meetings.

Jobline: Dan Cunningham reported that a committee is in place and they are adding jobs to Jobline on a weekly basis.

Networking: Nancy Adams asked for suggestions from the group on possible discussion lists that she ought to join for the Networking Committee.

Nominating: Linda Vida said the Nominating Committee will meet in late October.

Professional Development: Reporting on behalf of committee chair Claudia Fenelon, Beth Gra-

ham said the Professional Development Committee will have its first meeting in a few weeks.

Special Publications: Terry Dean reported that the data entry phase is complete and the next step is to load the special publications index on the Chapter web site.

Web: Tim DeWolf is forming a committee and planning to meet soon with the SIMS webmaster about enhancements to the Web site. He is considering a redesign, for which he might purchase new software and/or hire a consultant for design services.

Board/Council members can now find the Chapter's 1999-2000 Administration Calendar, Chapter letterhead, and various business forms on a special section of the home page. The URL is printed at the bottom of the Treasurer's Report that was handed out at this meeting.

The meeting adjourned at 7:50 p.m.

Respectfully submitted,

Molly Skeen
Chapter Secretary



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Calendar

NOVEMBER

8-10

Internet Librarian '99, The Internet Conference and Exhibition for Librarians and Information Managers. San Diego Concourse San Diego, California November 8-10, 1999. <http://www.infotoday.com>.

16

SLA San Andreas Chapter dinner meeting, 6:00 - 8:30. "Your Local Chapter Members at Work: What SLA Officers Really Do." Vaso Azzurro Ristorante, 108 Castro St., Mountain View. Speakers: Richard Geiger, Library Director, San Francisco Chronicle; Cindy Hill, Manager of SunLibrary, Sun Microsystems. Members \$23.00; Guests and Non-Members

\$25.00; Students and Retired Members \$21.00; Program only \$5.00. Please mail your registration to: Janet Vratny, 286 Jessie Lane, Mt. View, CA, 94041 by Monday, November 8th.

DECEMBER

1

SF Bay Region Chapter Professional Development Workshop: "Super Searchers: Online Mavins Share Their Secrets." Reva Basch will be moderating a panel of our peers: Roger Strouse, Sara Olsen, Denise Kent and Terese Cason. 9:00 - 12:00 am, Federal Reserve Bank of San Francisco, Interpretative Center, Ground Floor Lobby, 101 Market Street. Contact: Claudia_Fenelon@csaa.com or 415-565-3492.

7

SLA Desktop Professional Development Course: "Sherlocking the Net." Offered in real time online, 2:00 - 3:30 pm EST. \$45 for SLA members, \$65 for nonmembers. For more info, see <http://www.sla.org/professional/desktop.shtml>.

9

SLA Desktop Professional Development Course: "Sherlocking the Net." Offered in real time online, 10:00 - 11:30 am EST. \$45 for SLA members, \$65 for nonmembers. For more info, see <http://www.sla.org/professional/desktop.shtml>.

To list an event contact Karin Zilla kzilla@certified-personnel.com. Phone: 510-673-0186. Calendar events are updated bi-weekly at <http://www.sims.berkeley.edu/sfsla/>.



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- The project or activity will be performed much faster than if you try to do it yourself.

The word 'consultant' to me always seems sort of vague..it's hard for me to wrap my mind around what that actually LOOKS like on a daily basis. What does your workday as a consultant look like?

What I love about being a consultant is that it's tough to define the average workday. For example, today I did the final editing of an over 20 page report, drove to a print shop to get it bound, then did a FedEx drop. I also finished a proposal for another project and faxed it to the prospective client. (I flew to meet with this prospective client last week at my own expense.) In addition to these two main jobs, I spent a great deal of time phoning former and potential clients to try to get my next contract. One contact at an international accounting/consulting firm said she would be calling in about a month to ask me to start a library system selection project. For my work on the San Andreas Chapter professional development committee, I checked the registration numbers for "Emerging Trends in XML and Search Engines" and had to phone to double the coffee/food order. So it was a day of accomplishments and good news!

When people hear what consultants charge per hour or day, they may assume we earn a great deal of money. However, there is no sick time, paid vacation, pension, health insurance, memberships or other benefits. Over half my time is spent identifying potential clients, meeting with them, writing proposals, etc., and on lots of other non-billable activities such as attending seminars and conferences and acting as my own office manager, bookkeeper, and shopper. This means that with some luck, I can bill almost half my time.

Thanks, Bobbie!

Index to advertisers

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Contact Craig Griffith at 415-627-1237 or craig.griffith@bainsf.com.



Special Libraries Association

San Francisco Bay Region Chapter

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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

January/February 2000
Volume 70 Number 3

President's message from Jeanne Fong

.....

The Chapter finished 1999 with a flurry of activities thanks to the time and energy of an outstanding group of volunteers. The November panel program, "Lives in Transition: Ready for A Change," featured moderator **Rita Evans** and an excellent panel of Chapter members who described what they went through to change jobs and careers. **Mark Mackler**, from the Program Committee, organized the panel, and **Joan Jenkins**, **Cary Littell**, **Stephen Cooney**, and **Linda Burton** were responsible for hospitality. In December, the Professional Development Committee assembled a group of "super searchers" who, with moderator **Reva Basch**, shared techniques for making the most of online resources. On December 7 Chapter members toured San Francisco's Performing Arts Library. **Bobbie Merilees** and the Tours Committee made all the arrangements.

As I write this column, the new 1999/2000 San Francisco and San Andreas Chapters Joint Membership Directories are being prepared for mailing. The Directory Committee (**Marlene Vogelsang**, **Tamara Horacek**, **Ella Hirst**, and chair **Linda Yamamoto**) worked closely with the San Andreas Chapter to produce the directory. This year the two chapters took advantage of using the SLA Who's Who Online membership database to produce the most accurate printed directory ever. Thanks to all the members who responded to Linda's call in September to update their online SLA membership.

Members are encouraged to watch for the SLA 2000/01 election ballots that will be mailed out in January. Our own **Richard Geiger** is a candidate for Treasurer. Richard has made many valuable contributions to the Chapter, including serving as Chapter President. He has also been active at the division and Association levels throughout his over twenty years as an SLA member. To learn about all of the SLA candidates go to the "Board Candidates Section" of the SLA home

Continued on page 4

inside...

- Guest editorial by **Barbara B. Moran** on librarian education, page 5.
- Our **NetTalk** columnist reviews the search engines, page 9.
- What SLA officers REALLY do, page 14.
- Lots of folks were listening at the November dinner meeting! See the results on page 12
- An international **volunteer opportunity**, page 20.

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From the editor's desktop...

Here it is, the first *Bayline* of the millennium! As I write this, it's mid-December, and most of you are probably in the throes of Christmas shopping. (Not me, I did all mine online! Nyah nyah nyah!) And now, as you read it, whatever Y2chaos was not a product of marketing or imagination has already descended and (hopefully) been vanquished. If not, I'd love to hear stories of any Y2K glitches that any of you actually experienced!



The beginning of the year is traditionally a time for reflection on the past year's accomplishments and for setting goals for the upcoming year. 1999 has been a particularly full year for me; the major events (not necessarily in order of importance) included my fortieth birthday, my mother's death, the beginning of a new relationship, a job change (more about that in Kaleidoscope!), and of course taking the helm of *Bayline*. Whew! With all that other drama-rama going on, I still feel like I'm doing each issue by the seat of my pants; one of my resolutions for the new year is to get the process more organized. (Hopefully THAT goal will be better kept than the annual "go to the gym everyday and eat more vegetables" resolutions!)

Copy deadlines

March/April
May/June

February 4
April 7

Email copy to eris@wco.com.
Voice: 415-456-5692; fax: 415-456-0491.
Please keep formatting to a minimum.
Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. For more information, contact Dan Cunningham at 510-466-6194. To list a position, email him at dcunningham@chrn.com or fax 510-273-8832.

page at <http://www.sla.org/assoc/boardcan/index.html>.

I have been using this space to highlight some of our newer Chapter members. This time the focus is on **Alison Brandt**, a former member of the UC Berkeley Library staff and a 1999 graduate of the UC Berkeley School of Information Management and Systems (SIMS). Alison joined the UC Berkeley Library staff in 1991 as a student employee in Main Circulation where, as a student supervisor, she had the memorable experience of helping to move 1.5 million volumes from the core of Doe Library into the new underground Main Stack. After getting her B.A. in Interdisciplinary Studies, she got a job at the Education/Psychology Library where she was exposed to a variety of library work as a circulation supervisor, head of technical processing, operations manager and member of the reference staff. She is grateful to **Barbara Glendenning** and others on the Ed/Psych staff who encouraged her career development. Alison then took a position at the Teaching Library, where she designed and taught workshops in the use of the online catalogs, the Web and electronic databases.

Alison said her UC Berkeley library experience was a valuable foundation for her schooling at SIMS, and for deciding her future career path. Her library public service experience gave her a lot of insight into user behavior, and made her care deeply

about good Web design from the perspective of the user. At SIMS she took classes in information services and library management, as well as needs assessment and user interface design. For her culminating project, she examined university library home pages, and with a team of people designed a prototype home page, which she found an interesting information design challenge.

While at SIMS, Alison held a summer internship at the World Bank in Washington, D.C. Alison and one other SIMS student worked for the Bank's Policy Group on Knowledge Management, interviewing World Bank staff for "best practices" in the way information is used and re-used.

Following graduation, Alison worked briefly at the start-up 13th Generation Media, the producer of BookFinder.com, a Web search engine for new, used, rare, and out-of-print books. Alison found the experience of working with a very new Internet company to be very exciting, and it confirmed her desire to work in the area of information design.

Alison is currently seeking a position in a medium-sized Web development company as an information designer/architect, a job that didn't exist two years ago as it does today. Information designer/architects work on the front-end user interface of a system, providing expertise in layout, navigation,

The San Francisco Bay Region Chapter thanks

*EBSCO Information Services
Advanced Information Management (AIM)
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*for their generous support of the November
dinner meeting*

functionality, and usability.

Alison spoke highly of the SIMS program. It brings together a variety of disciplines, laying the groundwork for a continuing education in the working world. Alison believes in libraries and librarianship as a social good. This was not a strong message at SIMS, but it will always remain important to Alison, even if her work takes her away from traditional libraries. She added that during her job search, some interviewers made a point of expressing admiration for librarians and library school graduates.

I asked Alison what our Chapter could do to further support SIMS students. She explained that many students know little of what we mean when we refer to "the profession," so the more we can do to promote interaction with people in the field, the better. The Chapter's fall student receptions and programs put on jointly by students and the Chapter are valuable. (Alison herself worked with Debbie Jan and others to put on a program last spring, which received rave reviews from students, faculty, and the panel participants.) SIMS students are

keenly interested in hearing about future trends and cutting edge technology; they would be attracted to programs featuring speakers who are playing leading roles in industry.

I was delighted to have the opportunity to talk with Alison Brandt and Sally Thomas, two members of the first SIMS graduating class. I was very impressed with what they knew, and with the strength and self-assurance they exhibited as they talked about their expectations for the future.

Library schools must change if they are going to produce the kinds of new professionals described in the SLA document "Competencies for Special Librarians of the 21st Century." Our Chapter has a history of good relations with the UC Berkeley library school. We need to do more if we want to make a difference in defining the role of future librarians and information professionals.

Suggested reading: "Changing Education for a Changing Profession," by Barbara B. Moran. *Collection and Research Libraries*, 60(5), September 1999. Reprinted below.

Changing Education for a Changing Profession

by Barbara B. Moran

The Congress on Professional Education, sponsored by ALA, drew more than one hundred delegates to Washington, D.C., on April 30 and May 1 of this year. It was an outgrowth of the concern among many practitioners that ALA-accredited programs do not adequately serve the library profession. The meeting brought together a diverse group of delegates from various stakeholder groups, and most of ALA's constituency groups, including ACRL, were represented there.

There was a great deal of heated discussion in

person, in print, and on listservs before the congress took place. As might be expected, there was often a chasm between the viewpoints of the practitioners and those of the educators. Many practitioners believe that LIS educators are not interested in what practicing librarians want and expect from the schools, especially in terms of requiring courses in core competencies such as cataloging, and in producing new librarians to work in areas where there are national shortages, such as youth services. Some also feel that schools that have dropped the word



library from their names are sending a clear signal that they want to disassociate themselves from the library profession. On the other hand, many educators feel that

practitioners are often unaware of the competitive reality of contemporary higher education and are unrealistic about what they expect from graduates emerging from what are still primarily one-year master's programs. In addition, educators are keenly aware of the difficulty of attracting students to specific areas of librarianship. Market forces prevail in LIS education, as elsewhere, and students often bypass specializations such as children's librarianship for others that offer better entry-level salaries. The tension between practitioners and educators has been intensifying over the past few years as many LIS schools have undergone change, usually in response to pressure from their parent institutions; and it is being exacerbated by the lack of effective means of communication. It was obvious from the position papers issued before the congress that practitioners and educators live in two separate worlds, with each group being more aware of the needs and demands of its own environment than of what is going on in the other group's environment.

Conflict between practitioners and educators is not unique to librarianship; it can be found in most professional fields. Moreover, conflict can be healthy as long as both sides are committed to engaging in ongoing dialogue and working together. The congress provided a wonderful opportunity for those who attended to engage in discourse and to become more aware that practitioners and educators are joined in a common purpose—to ensure that the librarians working in the libraries of the next century are the best that can be provided.

The congress provided a good start toward fostering greater cooperation. The conversations were spirited, and a number of recommendations were made on issues ranging from core values and competencies to recruitment.¹ However, although a great deal of ground was covered, it was merely a

beginning. One of the outcomes of the congress will be the recommendation of a structure for continuing the dialogue started there. Educators and practitioners will need to act in concert to provide the education needed for the professionals who will work in the libraries of the twenty-first century.

Everyone finds change hard, but it is inevitable that the schools will continue to change and that the schools of tomorrow will bear little resemblance to those that produced most of the professionals working in librarianship today. These changes will be necessary not only to ensure the continuation of LIS education within academe, but also to produce the types of librarians needed for the future. A number of professional organizations have recently assembled lists of competencies needed in the future.² If competencies similar to the ones in these lists are desired, LIS programs will necessarily be reshaped and perhaps lengthened. As they are presently constituted, the schools are too small to have faculty with expertise in all the areas required and the programs are too short to enable students to acquire knowledge in all of these areas. LIS education will need to become more interdisciplinary. Students will still need to learn about the acquisition, storage, retrieval, and dissemination of information from individuals, similar to present-day LIS faculty, who have specific expertise in these areas. But, in addition, they will need to gain knowledge from economists, cognitive psychologists, and experts in fields such as communication and instructional technology. In the future, most LIS education will be in larger units in which the library program will be one of several, and students preparing to work in libraries will share classes and facilities with students going into other information careers. If the individual programs within the larger unit are designed to provide the appropriate specialized preparation needed for each, information professionals of all kinds can benefit from sharing elements of their educational experience.

Moreover, a greater variety of types of programs will be available in the future. There will not be just one type of program preparing librarians, but many different models. Each school will need to look at the local academic environment and to be responsive to local demands and needs. Schools are being

reshaped now in various ways. The day of the small, single-purpose, freestanding unit to prepare librarians is likely nearing its end. There has been a move on many campuses to consolidate LIS schools with other schools or departments as universities continue to streamline by either consolidating or eliminating small units. It is likely that there will be more mergers and more LIS schools seeking to expand the types of programs offered. Some schools have started undergraduate programs. Others have moved into distance education, offering all or part of their LIS program to distance learners. Perhaps to meet the need for various subspecialties such as academic librarianship or archives, schools will begin to work cooperatively with different institutions specializing in different areas and providing more specialized courses through distance education to students across the country. The shape of the schools of tomorrow is unclear, but as these transformations take place, the need for educators and librarians to work together will be greater than ever.

In addition to help in shaping the curriculum, practitioners need to work in tandem with educators to attract to the profession the individuals who will be needed in the future. Enrollments in LIS schools are high, but many graduates seek jobs as information managers in private industries instead of working in traditional libraries. There are going to be a large number of retirements in libraries in the next decade, and the profession needs to be thinking about recruitment now to ensure a future supply of talented librarians. Larry Hardesty has begun that

movement within ACRL with his presidential focus on developing programs to recruit individuals to academic librarianship. A major component of making recruitment efforts successful is to raise the salaries of librarians of all types. The kind of individuals we most wish to attract to libraries will have many other opportunities available in the expanding information industry. According to the Bureau of Labor Statistics, the fastest-growing segment of new jobs over the next decade will be information related, in the high quality of LIS education programs. There needs to be good effort and goodwill on both sides. And there needs to be much more communication. The recent congress provided a good opportunity to start the conversation. Let the discourse continue.

Notes

1. The recommendations and much more may be seen at the congress Web site: <http://www.ala.org/congress>.
2. For one produced by the Special Libraries Association, see <http://www.sla.org/professional/competency.html>.

Barbara B. Moran

School of Information and Library Science
University of North Carolina at Chapel Hill

This article was originally published in College & Research Libraries Vol. 60, No. 5, September 1999, and is available online at <http://www.ala.org/acrl/crlsep99.html#editorial>. Copyright 1999, American Library Association. Reprinted with permission.

Upcoming Election for Chapter Officers

As chair of the Nominating Committee for the San Francisco Bay Region Chapter of SLA, I would like to announce the slate of candidates for 2000-2001:

Maggie O'Brien: President-elect/President

Chris Orr: Assistant Program Director/

Program Director

Jo Falcon: Secretary

This slate will also be announced at the January and February dinner meetings and will be voted on at the February dinner meeting, if there are no additional nominations. If any chapter member has additional nominations for these offices, please send them to me. You must have the approval of the nominee in order to submit their name.

Linda Vida can be reached at the Water Resources Center Archives, 510-642-2666 or lvida@library.berkeley.edu

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NetTalk

.....

Search Engine Review

by Kelly Ward

A week has one hundred and sixty eight hours, yet I'm generally unable to scrape together enough of it to feel I'm really keeping current on developments in Web search tools. (I'm sorry, but one needs one's sleep.) It's therefore great to know that there are people like **Joe Barker** of U.C. Berkeley's Teaching Library, who by all indications not only manages to be able to keep up, but also organizes the results and puts them on the Web, so the rest of us can profit from his efforts.

On November 17th, he gave a presentation to a passel of librarians at U.C. Berkeley. During the talk, he praised my two long-time standbys (Google and AltaVista) as being among the best of the search engines, so I suspected that the rest of his advice might also appeal to me. I wasn't disappointed. In the end, realizing how long his useful Internet-searching site had been staring me in the face every day on the U.C. Berkeley home page, I was a bit ticked off at myself.

As a Berkeleyite, my Internet day is launched from the blue-and-white home page of the U.C. Berkeley Library (<http://www.lib.berkeley.edu>). Tucked down in the left-hand corner near the bottom, beneath the rubric "Web Searching," is found the peremptory clickable instruction: "Search the Internet." "I don't need to click on you to do that, thank you very much," I used to say, unfairly presuming that its title encompassed all I'd find there and that such an option would be of interest only to novices. I was wrong. Clicking on that underlined phrase leads to a page called "Search the Internet: a Graduated Approach in 4 Steps" (<http://www.lib.berkeley.edu/Help/search.html>). Those four steps are: "Good Places to Start"; "Best Search Engines"; "Subject Directories"; and "Want More Guidance?" While this tutorial is certainly intended to be of aid to a newbie, it's also a valuable tool for those who already feel more or less at home on the Web but want a good tool kit gathered to-

gether in a convenient package. It's a great launching pad for any kind of Web search.

Search the Internet offers sound advice on search techniques in general and provides teaching guides for a selection of the best search engines, meta-search engines, and subject directories. But more, the site serves as a gathering point for access to those engines and directories themselves (my favorite feature). Laid out before you on the opening screen are search boxes just waiting for terms to be typed into them. You find boxes to launch searches on Google, Fast Search, Ixquick Metasearch, Metacrawler, the advanced search function of AltaVista, Northern Light, Infoseek, and Librarians' Index to the Internet (a tool that Joe lauded with the phrase "amazingly high quality results"). These are the site's featured performers, but should those prove inadequate for the role, a host of others are also waiting in the wings, just another click away.

Joe cited 1.3 billion pages as a current estimate for the size of the Web. To that, he added the further estimate that the search engines with the largest databases have only 60 per cent overlap between them. This suggests that it would behoove us not to become too trusting of some old favorite. Chances are that its competition will manage to uncover at least a few possibly valuable nuggets that Old Faithful overlooked. It's doubtful that anyone would ever need to use all the search tools that are available on the Web, though, so the handful provided at this site will probably serve all but the insatiable.

For the insatiable, though, there's more avail-



Continued on next page

able here. A click on "Want More Subject Directories?" deposits you near the beginning of a document called "Beyond General World Wide Web Searching," in which more resources than a sane person could ever want are proffered for one's delectation. I haven't managed to explore them all caught my attention as an intriguing tool whose acquaintance I had not previously made. It's touted as having more than a thousand search engines and subject directories, organized by country: Algeria to Yugoslavia.

Rounding things out, Search the Internet also provides detailed tables that list and compare the various features of the site's featured search engines and subject directories; and it links terms found throughout the site to their definitions in a glossary. All in all, it's a nice little package that can be put to good use both by the practiced searcher and by the novice.

I'm pleased to mention, by the way, that Joe likes Google as much as I do. It's the first search engine you see on "Search the Internet," in the upper-left corner under "Good Places to Start." Some readers

may recall that Google was enthusiastically praised by your humble NetTalk columnist over a year ago. At that time, it still was considered experimental since it hadn't exchanged its edu suffix for com yet. In that article I was crowing over the fact that, when Google was asked to search for sites with the words public, health, and library, it returned a list of hits that featured my own library's welcome screen in the number one spot. Now that Google's become a com, though, and is covering more territory, that search phrase has to be put between quotation marks to keep my library coming in at number one (without those marks, we drop out of the money into fourth place). But I can't hold that against such a dependable search engine.

What? Did you expect the first column of the year 2000 to be about Y2K? I'm not crawling out on that limb. This was written on December 1st. When it arrives in my mailbox in January, if I have to read it by candlelight, then I'll know something about the millennium bug.

—Kelly Ward, Public Health Library, UC Berkeley.
Suggestions and guest contributions welcome. Contact me at 510-642-2511 or kward@library.berkeley.edu.

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Building Career Partnerships

Now in your hands: 1999-2000 Joint Membership Directory

by Marlene Vogelsang

I trust you are using and enjoying your new San Andreas/San Francisco Bay Region Joint Membership Directory. It is one of my favorite reference tools...and what a pleasure to have a new one!

We were very pleased to have three corporate sponsors for this year's directory: **Information Express**, **Northern Light Technology, Inc.**, and **The Dialog Corporation**. Their gracious support of our Chapters is very much appreciated. We want to take this opportunity to thank them for their ongoing support of special libraries. Many of us use their services to do our jobs more effectively. Their support of this directory is quite an added value.

Information Express (<http://www.express.com>) is a full-service document supply company that specializes in fast, accurate, and competitively-priced delivery of published documents — offering innovative, custom solutions that address institutional document delivery needs. IE is a primary document provider to librarians, scholars, scientists, engineers, medical researchers, managers, and analysts in U.S. Fortune 500 companies and major academic institutions.

Northern Light™ (<http://www.NorthernLight.com> or <http://www.NLResearch.com> for enterprise services) combines the largest, most comprehensive Web database with a unique online library of authoritative sources in full-text. Among the unique capabilities offered to web searchers are the Custom Search Folders™, which dynamically organize search results, helping a searcher focus in on or narrow down a topic. Northern Light Technology was founded in 1996 by a seasoned team of librarians, software engineers and Internet professionals who recognized the need to fill a void left by other search engines and research services.

The Dialog Corporation (<http://www.dialog.com>) is a leading provider of Internet-

based information, technology and e-commerce solutions to the corporate market. The Dialog Corporation brands include the DIALOG, DataStar and Profound range of products and services. These brands provide comprehensive, authoritative sources of information to professionals worldwide.

Thanks, too, are due the Directory chairs of both Chapters, San Andreas Chair **Joe Langdon** and San Francisco Chair **Linda Yamamoto** and her committee of one, **Michele Sullivan**. We appreciate their efforts. Thanks to **Douglas Hambley**, past President of the San Andreas Chapter, who was instrumental in obtaining data from SLA and moving the process forward, as well as **Ella Hirst**, who designed the cover. Credit also goes to **Jim Hall**, the printer at The Robots: Printing & Publishing Co., for his assistance.

If you are interested in working on the next directory, please contact Joe (jalangdon@mail.arc.nasa.gov) or Linda (linday@stanford.edu).

Kaleidoscope

Bayline editor **Eris Weaver** has been hired by the Petaluma Healthcare District to manage the Redwood Health Library in downtown Petaluma. Eris will also manage HealthQuest, the district's community health education program. "I am so excited!" says Eris. "Not only has the commute to Marin been wearing on me, but I do so love working in the same community where I live; this new job will entail a LOT of networking and outreach to healthcare agencies and community groups in southern Sonoma County." Eris started her new position December 13. Until she gets e-mail at her new location, you can reach her at eris@wco.com.

Kristi Wessenberg, formerly at the Media Library at Kaiser, has taken Eris's place at the Marin Institute for the Prevention of Alcohol & Other Drug Problems. Her new email address is kristiw@marininstitute.org.

Bonnie Willdorf left Alumnae Resources, where she was Resource Center Director for nine years, in mid-October. After a pre-planned trip to Hawaii, she started as Director of Content for Andiamo Solutions, an Internet startup company in downtown San Francisco, which does business-to-business research. She's very excited to be contributing her library skills to the online world. She can be reached at willdorf@andiamo.com.

Chris Orr is on the deployment team for a Media Asset Management System (the latest term for image databasing) at Landor Associates. Along with other team members, she attended the Seybold conference and participated in a seminar on best practices in media asset management led by Michael Moon of Gistics. Moon emphasized that building a centralized, indexed media catalog is no trivial matter. Someone in the back then piped up: "Hire a librarian!" which got a round of applause and a big smile from Moon, who said that hiring a librarian was indeed a "best practice."

Cris Campbell reports that **Nick Robinson** has joined the Public Health Library as Document Delivery Librarian. He will be part of the library's reference and library instruction team and will also be in charge of the busy document delivery service the library operates for the State Department of Health Services. Nick spent a year working at Public Health on a temporary assignment before joining the permanent staff. Nick's on the Chapter's Hospitality Committee - he's a new member of the chapter, but hasn't been slow to get involved! If you want to check in with him, his email address is nrobinso@library.berkeley.edu.

Gina Castro was appointed to a tenure-track Library faculty position at San Francisco State University Library as of August 1999. She will be a business specialist and pursue research on the subjects of ESL students and academic libraries. For the last several years, Gina was a knowledge consultant at Arthur Andersen and a part-time temporary librarian at SFSU. Gina's new position is full-time - "so full time she will have to publish or perish as well as work," quips **LaVonne Jacobsen**, who forwarded the news.

Laurie Isenberg, formerly Librarian at California HealthCare Foundation, is the new Director of Reference and Instructional Technology at Dominican College of San Rafael. Laurie's new e-mail address is isenberg@dominican.edu. She is joined there by Monica Singh, MILS '98 from SJSU, who is new to the position of Reference and Instruction Librarian. Contact Monica at singh@dominican.edu.

Nancy Adams has left behind the long commute to San Francisco, and is now happily ensconced in her new position as Senior Researcher at Navigant Consulting in Emeryville. It's been quite a change, going from cases and codes to business research and financial data, but, says Nancy, "I think it's good to

switch gears every few years." Nancy can now be reached at 510-450-6754 or Nancy_Adams@lecg.com.

-- Send your *Kaleidoscope* tidbits to Elyse Eisner at eeisner@taylorlib.com or Lynne Branch Brown at lbrown@iii.com.

Lynne Dix, Chair of the Hospitality Committee and librarian at Bechtel Civil Co., is getting her MLS through a distance education program at the inaugural ball in their future in 2001?

New Members

.....

The San Francisco Bay Chapter of the Special Libraries Association welcomes the following new members:

Lydia Schneider joins us as the Information Management Specialist for the Dept. of Medical Information Services at Elan Pharmaceuticals in South San Francisco. Before moving to San Francisco, Lydia lived in North Carolina where she completed her Bachelor's and Master's degrees at the University of North Carolina at Chapel Hill and was a Reference Librarian at Duke University's Perkins Library. Currently, she also completes contract work at the Park Archives and Records Center of the Golden Gate National Recreation Area in the Presidio on a part-time basis.

Susan Wong, a native of San Francisco, is an MLIS graduate from U.C. Berkeley. Susan has been with the U.S. District Court Library for about 7 years, with the last 5 years as the Assistant Librarian, CALR (computer assisted legal research). Susan is constantly utilizing and learning about the universe of legal information sources that continues to evolve everyday. Needless to say, Susan enjoys her job very much.

Jui-Lan Liu has moved to the Bay Area earlier this year from Los Angeles. She has joined Booz Allen & Hamilton, a management consulting firm in downtown San Francisco. Prior to coming to Booz

Allen, Jui-Lan worked at the Pricewaterhouse Coopers as a research consultant. Jui-Lan also has been a researcher at the Australian companies. While at Specialty Laboratories, Inc., she was in charge of the corporate library. Jui-Lan has a Certificate of Specialization from the Graduate School of Library and Information Science at UCLA.

Ann Borkin holds the position of Head Librarian and the firm of Thelen Reid & Priest LLP, created by the merger of West Coast firm Thelen, Marrin & Bridges and Reid & Priest, based on the East Coast. Ann is the Head Librarian for the West Coast, and they will be moving to a new location at 101 Second Street as of November 29, 1999. Good luck on the move, Ann!

New members, please contact Lenay Milford at lmilford@pacbell.net or Marlene Vogelsang at mxv6@pge.com.

Program Notes

Local Chapter Member at Work: What SLA Officers Really Do

by Jo Falcon

So how thin IS the air at the highest level of SLA?

I've missed the San Andreas chapter since graduating my way out of a job as their student liaison, and this seemed a particularly good meeting to reconnect with them – and with speaker **Cindy Hill** of Sun Microsystems, whose class on knowledge management was a highpoint of my final semester. Currently on the Board of our association, she tag-teamed with San Francisco's **Richard Geiger**, who is running for Treasurer. Both have served in many capacities at every level of the association, and they know whereof they speak. (Their full bios are online at http://www.san-andreas-sla.org/sa/programs/event_11-99.html.) Besides, the restaurant was within sight of a CalTrain station, easy to get to for us pedestrians, and the dinners (veal stuffed tortellini, fettuccine tossed with shrimp, or angel hair pomodoro) sounded great.

A near-capacity crown of 60, from student members to retired librarians, confused the few regular patrons but had a great meet-and-greet session. The pasta, though excellent, was delayed because we chose at the restaurant, not when registering (bad idea). The speakers got started late – but hit the ground running.

The first lesson was to “stop thinking of it as ‘National’ – it’s international, and getting more so.” A new Asian chapter has just been chartered, and there’s strong support for one in Hawaii. And who knew we had an Arabian Gulf chapter?! SLA’s ties with IFLA, the International Foundation of Library Organizations (<http://www.ifla.org/>) are multiplying, partly through Cindy’s interest in developing a Corporate Librarians Round Table in IFLA.

The big question is, “What are these Board members doing?” Mostly bird watching, say Cindy and Richard – keeping an eye out for turbulence.

And reading huge piles of Association documents: when Richard’s last term ended, he had almost forgotten ‘reading for pleasure’ as a concept. Board members read ALL the chapter newsletters, which should be easier as more chapters go online. And attending conferences: “If they’re within the US, you’re required to be there and really participate – but the cost is covered. I’m still not sure if this is a bug or a feature.” At those conferences you show up a day early and stay a day or two over. (Cindy’s comment: “Not that you actually sit in the session and take notes: you’re too busy shaking the hands of special guests and notables, and going to the other meetings.”) And speaking at Chapter meetings, like this event.

All these are part of seeing and synthesizing the Big Picture from all the varied Chapter views. Cindy’s specialty is watching the evolving virtuality of the association; Richard agrees that we’ve become “much less Luddite” since he became active in 1993. Email makes administration of the Association far easier, and “explodes the volume of feedback.”

The Association, both speakers emphasize, is run by members. The Board sees its work as listening to every possible scrap of feedback from members, from Chapter Cabinets, from the Divisions, from reading all those Bulletins, and from individual members.

Richard points out that this means no life, too many committees, major public relations content, and plenty of travel time. “Running for the SLA Board requires a signed note from your boss and your spouse,” confirming that they understand what it means to the rest of your life. One thing that really brought home to him the seriousness of the position is that the Association holds \$1 million liability insurance on each Board member. He suggests starting cautiously, with Association committees; they are not as heavy a responsibility, but are

"quite doable – though that can depend on which committee."

By this time most people had finished their meal and questions from the floor began to direct the talk. Here are just a few, in close paraphrase:

"What's the geographic composition of the Board? Any coastal bias?"

Pretty balanced, including 3 Californians; and the attempt is always to find what best represents the Association as a whole, so bias isn't allowed to persist.

"What about sex bias, especially on the nominating committee?"

There's been a tendency not to run men against women because the women would win. Or East against West, for that matter – anything that looks like a showdown. "I'll be happy to break that habit," says Cindy.

"What do Board members' day jobs tend to be?"
It varies every year. It used to be required

that the President be a librarian, not a vendor, but that distinction is getting blurry. When you look at people like Jane Dysart, Steve Abrams, Monica Ertel... That would be an interesting question to research for trends.

"Is Executive Director **David R. Bender** a Board member, and if not, how is he insulated from Board discussions he should not be part of?"

He's an employee, and even though it seems he's been there forever his contract is still up for reconsideration each year – theoretically, we could fire him. He deals with the rest of the staff: the Board tells him what we want done, and he makes it happen.

If we wanted to talk about his contract on the Board listserv, we can go to a "private room" area, though he is on the listserv and the Association Office Operating Committee for most purposes. In a face-to-face meeting, we can always send him out of the room.

And here's some insider information: he is insured, and required to go for an insurance physical



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each year, so we're not in danger of suddenly being without an executive.

"How do we recruit or retain the people in non-traditional jobs, who don't think of themselves as librarians or who assume SLA doesn't accept other kinds of information specialists?"

The name is a definite factor in this, and one that we always wrestle with. We're trying a number of outreaches (watch the website and Information Outlook) but we're always looking for better ones, which may come from the non-traditional people within SLA now. One of our biggest concerns is how the organization has to morph as the profession changes.

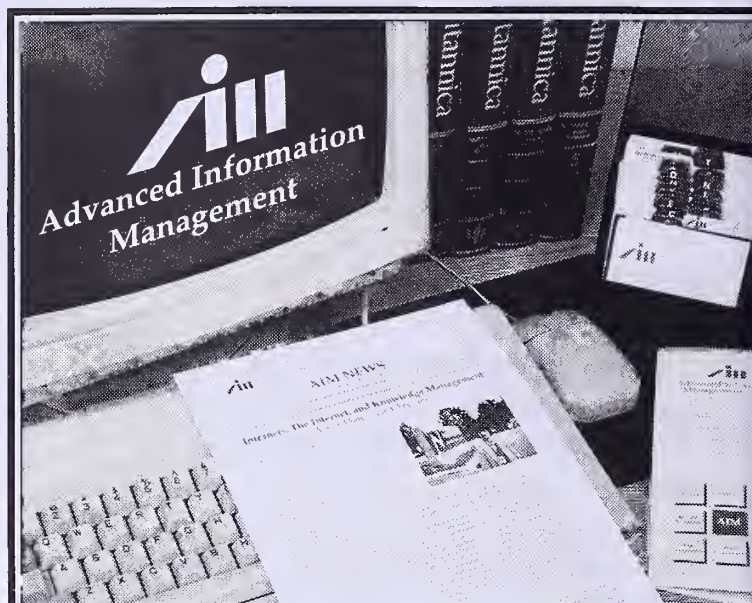
"As part of that 'listening feedback from the members,' will you please tell the Board that we're getting really antsy to change the name?"

We're discussing that already – "have been discussing it every single year." Cindy will bring this back to the Board as one more move toward voting on it. It's usually a matter of the groundswell from the membership reaching critical mass. We'll probably want to keep the initials, though they may not stand for anything.


A vote probably won't happen within the next two years simply because of the difficulty of organizing it. It can't be done electronically because of the charter of the New York chapter, but that may be revised soon.

The give-and-take of questions didn't stop till the restaurant was about to close around us, and we left feeling that the Board WILL be hearing that feedback. And maybe a few of us are less resistant to holding office.

The mid-February joint meeting of our chapters (details still being finalized) sounds just as compelling: Bonnie Nardi (<http://www.best.com/~nardi/default.html>), author of *Information Ecologies* and director emerita of the late, lamented Apple Library, will be speaking from the corporate anthropologist's viewpoint on topics yet to be defined, but including "invisible work" – "how work actually gets done, and how invisible it is when you aren't looking closely." Don't we all know THAT one...



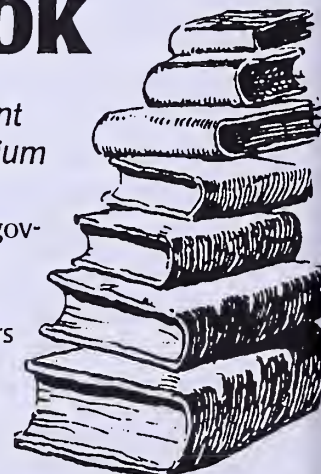
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Executive Board Meeting, October 21, 1999

San Francisco Bay Region Chapter,
Special Libraries Association
Executive Board Meeting
October 21, 1999
San Francisco Public Library

The meeting was called to order
at 4:35 p.m.

In attendance were Jeanne Fong,
Tamara Horacek, Maggie
O'Brien, Molly Skeen, Linda
Suzuki, Marlene Vogelsang, and
Karin Zilla.

1. The minutes of the Executive Board meeting of 8/10/99 were approved.

2. Treasurer's Report – Tamara presented her report, showing a total balance as of October 18, 1999 of \$41,014.87. Tamara also distributed an itemized report of income and expenses for the period 7/1/99 through 10/18/99 and the Chapter budget, updated through 10/20/99. The itemized reports, which are organized by committee, can be generated and emailed as Word files upon request. Any committee chair who wants an accurate spot check of its budget, can contact Tamara. Overall the Chapter's finances are in good shape.

3. Mission Statement – Jeanne attended the planning meeting of the Strategic Planning Committee, where among other things, the committee responded to a request by Linda Suzuki for feedback concerning the redesign of the Chapter brochure. The committee made some recommendations, including the review

and updating of the Chapter mission statement. Jeanne will write a draft for discussion at the December Board meeting.

4. Membership – Marlene announced that SLA's current membership statistics for our chapter shows membership at 568 members, a continuing decline from the early 1990's. Marlene also distributed a list of members whose names have appeared in earlier editions of the directory, but had been dropped from the latest Association list. Marlene expressed concern that some people on the list are actually current members and asked that Board members review the list and let her know if any names in the dropped list are active members.

5. SLA President-Elect Donna Scheeder's Visit – Jeanne reviewed Donna Scheeder's visit which included stops at the San Francisco Public Library, the Pacific Energy Center Library, Mechanics Institute, and the UC Berkeley Business-Economics, Bioscience and Natural Resources, Institute of Governmental Studies, and Earth Science and Maps Libraries. Donna's presentation on organizational politics at the Chapter's October 19 dinner meeting was thoughtful and well received. She was the featured speaker at this year's Chapter reception for SIMS students.

6. September & October Meetings – Maggie and Karin reviewed the September and October dinner meetings. Writ-

ten evaluations of the September meeting were highly favorable; by accident, evaluation forms were not distributed at the October meeting. Jeanne asked that the Program Committee analyze the feedback from the year's evaluation forms and summarize them into its annual report so that future committees can know what worked well and what areas need improvement. Maggie expressed her appreciation for the excellent job Lynn Dix and the rest of the Hospitality Committee are doing.

7. Leadership Training – Marlene reported on the October 1, 1999 leadership training workshop on communications excellence conducted for Chapter Board and Council members. Eleven people attended. Richard Spada was an engaging facilitator who led the group through a series of exercises to assess communications style and develop techniques for improving communications in Chapter activities and the workplace. An article describing the workshop will appear in Bayline. It was agreed that Jeanne would send letters to the Pacific Energy Center and to the Center's chef thanking them for use of the facility and for the excellent refreshments.

8. Student Essay Contest – A motion was approved that Jeanne should send her draft letter to the winner of the Chapter's 1998 student essay contest, asking that he return the \$1000 award, which he apparently didn't use to attend either the 1998 or 1999 SLA annual conferences as stipulated in the essay context rules. The Board discussed whether the Chapter should hold student essay contests in the

continued on next page

future and whether it should be offered at UC Berkeley only or if San Jose State should also be included. Linda suggested offering a different prize, such as a year's membership in SLA. This could result in the awarding of multiple prizes and it would also engage students directly in local SLA activities. Karin will consult with Tony Landolt, Academic Relations Chair. It was agreed to table the discussion until the December Board meeting.

9. Special Friend of the Chapter Award – The Board considered and approved a motion to thank Susan Geiger with a gift and special chapter award for her contributions to the 75th anniversary meeting and other Chapter events. Jeanne will see if this can be accomplished at the November 3 meeting.

10. Joint Chapter Meeting – Based on consultations by the chairs of our Program and Professional Development committees with those of the San Andreas Chapter, a motion was approved stating that Jeanne will inform San Andreas that we would prefer not to hold any more December Joint San Francisco/San Andreas Chapter meetings, but that we will pursue with San Andreas joint participation in another activity, such as a spring professional development program, a tour, or one of the spring dinner meetings. Informal discussions of these other possible activities are already underway.

11. Programs – Maggie distributed the revised program

planning schedule. The November and April meetings are set. A date is not set for the January meeting; Maggie will check with the speaker to see if a date during the week of January 10th is possible since Jeanne and Marlene will be out of town for the SLA Winter Meeting. The February program is pending. The March meeting speaker is set, but a location is still to be arranged. The Board agreed to ask the San Andreas Chapter if they would like to make the March meeting a joint activity. Karin will check on the possibility of holding the May meeting at the new Giants ball park when tickets go on sale in February. Faced with the unexpected increase in rental costs of the UC Berkeley Faculty Club and the chance that the Chapter might have to subsidize the November meeting, the Board discussed various ways to minimize meeting costs in the future.

12. Tours – Maggie reported on Bobbie Merilees' tours schedule. A tour of the San Francisco Performing Arts Library is scheduled for December 7th, 5 to 7 p.m. There will be a \$7 charge and the tour will be limited to 50 people. Bobbie is looking for candidates for a second tour to be held in early spring, preferably with a vendor that offers a leading edge technology product. She is also looking into the possibility of a May tour of the new Aviation Museum at the San Francisco airport. This tour could be done jointly with San Andreas.

13. Professional Development – Linda reported on the Professional Development sched-

ule. A panel of four Chapter members, moderated by Reva Basch, will present a half-day program, *Secrets of the Super Searchers*, on December 1st. SLA has not yet released any information about a spring videoconference. The committee has no firm plans for a spring workshop.

14. Directory Funding – A motion was approved to join San Andreas in changing past practice for funding the production and mailing of the joint chapter membership directory. Starting this year, we will seek funding for the new directory from sponsors rather than advertisers.

15. Paraprofessional Workshop – The Board approved a motion to sponsor the 5th annual Paraprofessional Workshop, jointly presented by BALIS, PLS, SVLS, MOBAC, and NBCLS, with a contribution of \$250.

16. Professional Achievement Award – The Board discussed Reva Basch's suggestion that the Chapter consider honoring Sue Rugge, who died on June 12th, with a lifetime achievement award for her contributions to SLA and the profession. The Board reviewed background information provided by Jeanne and Karin based on Chapter and SLA historical records, and from contacts made with longtime Chapter members who personally knew Sue. The Board agreed that the Chapter should honor Sue, and it consid-

ered several ways, including the Chapter's Professional Achievement Award. However, a review of the award guidelines showed that recipients were limited only to active members. After further discussion, the Board decided to waive the Chapter Professional Achievement Award for this year, and to give instead, a one-time special recognition award for Sue. A decision on the form of this award will be scheduled for the December Board meeting.

17. Committee Reports –

Special Publications – Terry Dean reports that the indexing project is moving along.

Discussion List – Deb Hunt says 68 members have signed up for the discussion list.

Maggie noted that the instructions for subscribing to the discussion list had been omitted from the September/October Bayline. N.B.: Jeanne has since contacted Eris Weaver to ask that it be printed in one of the spring issues.

Bayline – Eris Weaver has acquired a new computer and Pagemaker upgrade.

Directory – Marlene says \$2500 in sponsorship has been arranged and Ella Hirst is designing a cover.

Archives – Diane Fortner is looking at possible ways to capture content of the Chapter's web site in archives.

Advertising – Craig Griffith is changing jobs, but he foresees no problems in continuing his duties as Advertising Chair.

Mailing – Christine Harris has asked for advice from the Board on two matters. 1) How should she handle mailings returned by the post office as undeliverable? Jeanne suggested that she try to make at least one effort to contact the members for new addresses, but if they fail to respond, she should not pursue it any further. 2) Who handles renewal of the mailing permit – the committee or the Treasurer? Tamara will check on this and let Christine know.

Strategic Planning – Cris Campbell's committee is drafting a survey of members, which will be routed to Board and Council members for comments before it is distributed to members sometime this fall. The committee will be reviewing the Chapter committee structure in the spring.

Jobline – Dan Cunningham reports \$1,500 in revenue from the Jobline. At this pace, Jobline will reach its estimated total year revenue of \$3,000 by December. Since the telephone version of the Jobline is still being used, the committee has decided to withdraw its original proposal to San Andreas that the telephone version be eliminated. Jeanne will communicate this to San Andreas.

Web – Tim DeWolf has added

the Chapter procedure manuals, the administrative calendar, the 75th Chapter anniversary celebration keepsake and photos, and a link on the home page for signing up for the Chapter discussion list. An interactive version of the Strategic Planning Committee's survey will be added to the web site when available.

Nominating – The committee met on October 19th to develop a list of possible candidate names. They will now begin contacting them by phone.

18. December Board Meeting – The next Board meeting is scheduled for December 13th.

19. Due to lack of time, preparing for the Chapter midyear budget review and disposition of the Bulletin Editor's old Dell computer were not discussed.

The meeting adjourned at 7:00 p.m.

Respectfully submitted,

Molly Skeen
Chapter Secretary

Volunteer in Zimbabwe

Spend the summer of 2000 helping communities get access to the information they need to build a better future. As an Inform the World (ITW) Volunteer Librarian in rural Africa, you could use your professional skills to help rural librarians in English-speaking Zimbabwe. Instead of spending the summer battling with your online catalog, you could teach a class on book repair, help implement a simple cataloging system, peddle a bicycle-mounted book box to a remote village, or lead a donkey-driven "book-mobile" to a group of eager children. If living and working in rural Zimbabwe sounds like a challenge you would enjoy, then join us for this exciting service project and help make the information poor a little bit richer.

Who: The World Library Partnership (WLP) and the Zimbabwe Book Development Council (ZBDC) will be working with a variety of Zimbabwean organization to coordinate the ITW 2000 project. WLP supports libraries around the world through exchange projects and produces training materials for librarians in developing countries. ZBDC promotes reading and literacy through its Book Fund Library Project, which serves 600 libraries, and through its National Book Week Campaign, which reaches 6000 schools. It is the umbrella agency for 8 constituent Zimbabwean organizations that work together to "promote a sustainable, literate and informed society."

What: The Inform the World Program will train and place 10-15 American librarians in rural libraries in Zimbabwe. The volunteers will conduct practical service projects determined by the needs of their host libraries. Last year's volunteers trained Zimbabwean librarians in basic skills such as how to inventory, weed, repair and catalog books. They also used their knowledge and creativity to paint murals, make display boards, produce publicity fliers and pamphlets and help clean, brighten and reorganize Zimbabwean



libraries. After returning to the U.S., the volunteers will also work with WLP to design projects that will continue to help the libraries they visit.

When: The pre-departure cross-cultural and technical training will take place at the School of Information and Library Science of the University of North Carolina, Chapel Hill from July 15 - July 17th. The volunteers will depart for Zimbabwe following the training and will return to the US on August 12th. When they arrive in Zimbabwe, they will participate in an in-country orientation before spending three weeks working at their host libraries. The trip will also include a visit to the Zimbabwe International Book Fair for both the American and Zimbabwean librarians and debriefing/evaluation session for all participants.

Eligibility: WLP invites professional librarians and library school students from all disciplines to apply. Flexibility, a sense of adventure and the ability to adapt to very basic living conditions are a must.

Cost: The maximum cost of the trip is \$3,850. This includes placement, training at the University of North Carolina, materials, in-country orientation and debriefing, accommodations, most meals, site visit by trip coordinator during project, registration for the Zimbabwe International Book Fair, in-country transportation and round-trip airfare from Durham to Zimbabwe. Travel to Durham, NC is NOT included. The final price of the trip will be determined by the amount of funding WLP is able to raise for the ITW scholarship fund. WLP distributes

this funding equally among all the volunteers requesting financial assistance. WLP can provide materials and suggestions to help volunteers secure additional funding from other sources.

Deadline: The Application Deadline is January 31st, 2000. For more information, contact
Laura Wendell, Executive Director
The World Library Partnership
1028 Bahama Rd.
Bahama, NC 27503
919-479-0163
yovo@prodigy.net
<http://RTPnet.org/~wlp>

Did you miss the Internet Librarian Conference held last November in San Diego? Dispatches from the conference are now available on the Web at <http://metalab.unc.edu/journalism/ildispatches.html>. They include:

- Mary Ellen Bates on mining business information
- Reva Basch on virtual communities
- Hope Tillman & Walt Howe on net quality issues
- Stephen Abram's & Ulla de Striker's on the millenium madness.

Also included speakers' quotes, useful tips, and links to presentations, handouts, and past conferences.

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Calendar

JANUARY

13

SF Bay Region Chapter Hors D'Oeuvre Meeting. Pacific Energy Center, 851 Howard Street in San Francisco. Speaker: Bob Berring, UC Berkeley, Boalt Hall Law Library Director. Cost: \$16.00 for members, \$19.00 for non-members. Send reservations and payment by January 7, 2000 to: Linda Burton,,AirTouch Cellular, 2999 Oak Road, MS 825, Walnut Creek, CA 94596. Phone: 925-210-2644 email: linda.burton@airtouch.com.

20-22

SLA Winter Meeting. St. Louis, Missouri. For more information see <http://www.sla.org/assoc/leader/CALL3MEE.htm>.

23-25

KM2000: Knowledge Management for the Information Professional, Professional Learning Conference (formerly Winter Education Conference). St. Louis, Missouri. For more information see <http://www.sla.org/professional/KM2000.html>.

FEBRUARY

4 & 11

Introduction to Research on the Internet, taught by Janice Carter, Director, Information Services, Golden Gate University. Vista

Community College classes are only \$5.50 each and are held from 1:00 p.m. - 5:00 p.m. in Room 203B. Register at Vista, 2020 Milvia Street, between University & Addison or on the Internet at <http://www.peralta.cc.ca.us>. Call Admissions and Records at 510-841-8431 or Vista Library at 510-841-8431 ext.279.

16

West Coast Patent Information Users Group Workshop. San Francisco. Free. This one day workshop will present a varied program encompassing many facets of patent information including patent basics, techniques of patent searching, methods of analyzing and presenting patent data, the value of patent information in your organization, and global trends analysis. Pre-Registration is required by January 31, 2000. Contact Melissa Dicker at melissad@gene.com.

28 - march 1

Intranets 2000. San Jose. For more info see <http://www.intranets2000.com>.

MARCH

7

SF Bay Region Chapter Dinner Meeting. Leah Garchik, Personals columnist for the San Francisco Chronicle, will speak. San Francisco location TBA.

3 & 10

Using Internet Search Engines,

taught by Joe Barker, Librarian, The Teaching Library, UC Berkeley. See February 4 listing for info on Vista College classes.

14-18

Computers in Libraries 2000. Washington, DC. <http://www.infoday.com/cil2000/cil2000.htm>.

17 & 24

Internet Resources for Consumer Health Information, taught by Debbie Jan, Assistant Director, Public Health Library, UC Berkeley. See February 4 listing for info on Vista College classes.

APRIL

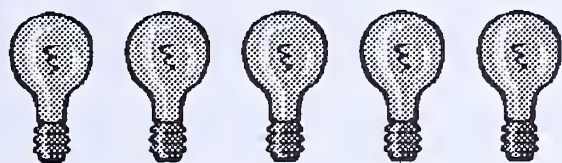
14 & 21

Internet Resources for Business Information, taught by Gary Peete, Librarian, Business Library, UC Berkeley. See February 4 listing for info on Vista College classes.

28 & may 5

Internet Resources for Seniors, taught by Diane Driver, Academic Coordinator, Center on Aging, UC Berkeley. See February 4 listing for info on Vista College classes.

To list an event contact Karin Zilla, kzilla@certified-personnel.com. Phone: 510-673-0186. Calendar events are updated biweekly at <http://www.sims.berkeley.edu/sfsla/>.



How many reference librarians does it take to change a light-bulb?

(with a perky smile) "Well, I don't know right off-hand, but I know where we can look it up!"

How many cataloguers does it take to change a lightbulb?

Only one provided it is in AACR2.

How many academic librarians does it take to change a light bulb?

Just five. One changes the light bulb while the other four form a committee and write a letter of protest to the Dean, because after all, changing light bulbs IS NOT professional work!

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Institutions <http://www.ifla.org>

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Special Libraries Association
San Francisco Bay Region Chapter
P.O. Box 26276
San Francisco, CA 94126-6276

THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

March/April 2000
Volume 70 Number 4

President's message from Jeanne Fong

.....

Spring is the time for fresh beginnings. For the Chapter spring is when we invite members to consider volunteering for next year's committees. The many high quality programs, professional development workshops, tours, publications and other member services that we makes the San Francisco Bay Region Chapter one of the most successful in SLA. Having just returned from the SLA Winter Meeting, I know this is true because of the many compliments that our chapter received. Our success is due to the feedback that we get from our members, and to our volunteers, who willingly donate their talent and energy for the benefit of their colleagues and of the profession. The committee volunteer form appears on page 5 of this issue of *Bayline*, and it will also soon be available on the Web. If you are interested in joining a committee and want to learn more about it, contact the individual committee chairs, all of whom are listed on page 2 and on the Chapter Web site at http://www.sims.berkeley.edu/sfsla/organiza/advis_99.html.



Over one hundred members attended the January Chapter meeting to hear **Bob Berring**, Director of the Law Library at UC Berkeley. Our appreciation goes to **Terry Richards** and **Maggie O'Brien** from Program, and to **Linda Burton** and **Nick Robinson** from Hospitality for their fine work. **Marlene Vogelsang** made it possible for us to meet at the PG&E Energy Center, and to enjoy the delicious delectables prepared by the Center's catering staff.

Continued on page 4

inside...

- **Your Chapter needs you!** Page 5.
- The rewards aren't monetary -- interviews with **Nonprofit Librarians**, page 7.
- Collection development online? **NetTalk**, page 9.
- Two views of the **SLA Winter Meeting**, page 11.
- **Chapter awards**, page 12.

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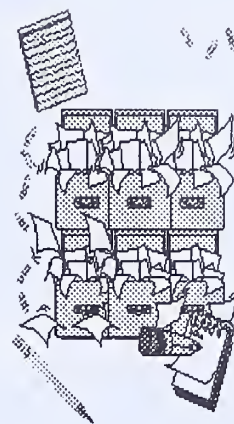
The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

March • April 2000
Volume 70 Number 4

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From the editor's desktop...

Last issue, I mentioned that one of my New Year's Resolutions was to get more organized. I am sorry to report that, as is often the case with resolutions, this one has been very slow in getting underway. I've just learned a big lesson about paying attention to my workload, what happens when I overcommit myself, and that I need to learn to say "no" once in awhile. I'll spare you the gory details; suffice it to say that the two days before getting this issue to the printer left me with bags under my eyes and my family with one very crabby mommy.



How is it that a person can be so very organized and on top of things -- projects well-planned in advance, messages returned promptly, deadlines met -- at work, and be so utterly hopeless in managing the very same things at home? I had the pleasure recently to hear Harriet Schechter, AKA The Miracle Worker, speak on strategies for managing disorganization and the people who cause it. She's an enjoyable and humorous speaker, and I picked up lots of tips. I also picked up a copy of her latest book, *Conquering Chaos at Work*. As I read, I'm going to mentally substitute "home" for "work" and "kids" for "employees," etc.

Don't let my bellyaching stop you from heeding Marlene Vogelsang's call for Chapter volunteers on page five. Involvement in a Chapter committee is fun, rewarding, and looks great on that resume! *Bayline* has a few positions available; if you'd like to help, drop me a line at eris@wco.com.

Copy deadlines

May/June

April 7

Email copy to eris@wco.com.
Voice: 415-456-5692; fax: 415-456-0491. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. For more information, contact Dan Cunningham at 510-466-6194. To list a position, email him at dcunningham@chrm.com or fax 510-273-8832.

Thank you to the over two hundred Chapter members who responded to the Strategic Planning Committee's needs assessment survey. Committee chair **Cris Campbell** and **Tim DeWolf**, chair of the Web Committee, distributed the questions as an interactive survey on the Chapter's Web site and in print. The results of the survey will be used in developing the Chapter's next three-year strategic plan.

I have been using the President's Message to focus on newer members in the Chapter. This time I want to focus on **Eris Weaver**, the editor of *Bayline*, who joined SLA when she was a student in what was to be the last graduating class of UC Berkeley's former School of Library and Information Studies. Before going to library school, Eris received a BA in environmental studies from Sonoma State. Afterwards, she worked six years at Sonoma County Library, first as a shelver and then as a member of the circulation staff. She noticed early on how the reference librarians seemed to be having all the fun, so she began observing them on the reference desk and talking to them about what they do. As a result of their example, the encouragement of the assistant library director and the pressure of monthly mortgage payments, Eris decided to pursue a library degree.

After Eris completed library school, she held a variety of temporary jobs, including one in a corporate setting that convinced her that she was not permanently destined to become part of the briefcase and pantyhose set. In 1994, Eris was working two half-time temporary jobs, one as a reference librarian at the UCSF Library and the other as a cataloger at the Marin Institute, a non-profit organization dedicated to policy development in alcohol and drug prevention. Eris was made full-time at the Marin Institute one year later, and appointed Director. There she was responsible for providing information services to Institute staff and other organizations in the alcohol and drug prevention field. Eris reported directly to the Institute's executive director, who gave her the encouragement to learn new computer skills that eventually led to

Eris's creation of the organization's Web site and a computer training program for Institute staff.

In December 1999, Eris became the librarian and community health education coordinator for the Petaluma Health Care District. The District's Redwood Health Library is the only consumer health library in the North Bay. Located in downtown Petaluma, the library staff consists of Eris, one part-time administrative assistant, and twelve volunteers. The library collections are in the medical and consumer health fields. Eris gets referrals from public libraries, local doctors, and through word-of-mouth. Eris is full of ideas for marketing the library to the community, and expanding the current curriculum of health education classes. Eris has grant money to increase her Spanish language collections, and wants to brush up on her Spanish so that she can communicate better with the Spanish-speaking community. Eris has also signed a contract to produce and host six health-related programs on the Petaluma cable television station.

Eris and I were classmates at the Berkeley library school in 1991, so we reminisced about the newest technologies of the day—gopher, ftp, Lynx and Mosaic. Even in those dark ages, the great potential of the Internet was already heavily influencing the career choices of the library school graduates. Eris thinks the new direction set by the UC Berkeley School of Information and Management Systems (SIMS) is not really new, but only the continuation of a trend that we first experienced as students.

As the Chapter's bulletin editor, Eris has enjoyed learning about how the Chapter operates and feeling genuinely a part of a group of people who all do the same kind of work as she does. Until she agreed to become editor, she had not been active in the Chapter, and as a result, often felt left out at meetings and workshops. Since then, she has made new friends and connections, and learned new skills that apply to both her professional and personal life.

Volunteer today for a Chapter committee. It is truly one of the easiest ways to earn a good return on your SLA membership dues.

WE NEED YOU!

Do you want to increase your opportunities for networking with SLA colleagues?

Do you want to strengthen or learn new skills in areas such as fundraising, professional writing and editing, team management, or event planning and coordination?

Do you want to get more out of your SLA membership?

Get involved this year by joining a committee. A minimal time commitment will bring you new learning experiences and valuable professional contacts and friendships. Your participation can help our chapter remain vital and growing.

So sign up now! At the year's end you too will say, "I received more than I gave".

Use this form to check off the activities that interest you, and e-mail, mail or fax your choices to me by April 30. The form will also be posted to the chapter website at www.sims.berkeley.edu/sfsla. If you aren't sure what's right for you or need more information contact me or one of the committee chairs, listed on page 2.

- Academic Relations:** *coordinates activities with SLA student chapter*
- Advertising:** *solicits ads for the chapter newsletter and membership directory*
- Bulletin:** *edits and produces chapter newsletter*
- Directory:** *publishes Directory and maintains member records*
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- Strategic Planning:** *directs long-range chapter planning*
- Tours:** *organizes visits to member libraries & other related organizations*
- Web:** *maintains and develops chapter Web site*

Name: _____


Organization: _____

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Phone: _____

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Send to Marlene Vogelsang, Pacific Energy Center, 851 Howard St., San Francisco, CA 94103. mxv6@pge.com, fax 415-896-1280.



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Feature Article

The Dot.Org Librarian: Working In Nonprofits

by Jo Falcon

This was to have been another of those round-up articles combining the experiences of several SLA members. My thanks and apologies to those who contributed: **Deb Hunt** of the Exploratorium, **Ann Caviness** of the Foundation Center et al., **Robin Tremblay-McGaw** of the Trauma Foundation; and I forgive whichever of you sent the virus that wiped out the original article. Special thanks to — was it Ann? — who came up with the title, and my profound apologies to the anonymous librarian whose message on the Dark Side of nonprofit work was left on my answering machine, and had been long since transcribed (to that doomed disc) and erased by the time the virus hit. I hope I've reconstructed all your texts accurately.

"You're a special librarian. Clearly, you're in it for the glory." We've all seen that ad, and winced: clearly, we're NOT in it for the money. Why, then, are some of us in the even less lucrative world of nonprofit information services? One contributor put it this way: "If I'm going to starve, I want to starve for something I believe in." While it may not be starving, nonprofits typically pay 5% to 20% less than corporations for the same work, and librarianship is not at the top of the food chain. Given that, the urge to work for what we believe in must be a powerful force in those of us who make that choice.

It certainly is for **Deb Hunt**, who not only works at a nonprofit science museum but volunteers for several other nonprofits and teaches Internet skills for League of Women Voters chapters. Working at the Exploratorium (<http://www.exploratorium.edu/>) has given her a forum to help improve the teaching of science, an ongoing seminar in critical thinking and information evaluation, the chance to really stretch her skills, brownie points with her kids and their friends, and a crash course in justifying the cost of information. Nonprofits, who live on the kindness of strangers, must recognize the value of accurate, timely information services, but it's just as hard (or harder) to quantify as in for-profit businesses. Though the Exploratorium is fairly well supported by foundations and high-tech corporations, funding is always a concern. Even here, in an institution dedicated to what physicist Richard Feynman called "the pleasure of finding things out," the Learning Studio/Library must proactively promote the value of the services it provides. We've developed a reputation for reading the minds of the exhibit design and development staff who are the core "custom-

ers," and a dedicated following among the science teacher and educator members we've trained in Web page design and Net searching skills. ("We?" Total disclosure: I work there too, on special projects and when the patchwork of grants that is our budget allows.)

For **Robin Tremblay-McGaw**, working at the Trauma Foundation (<http://www.tf.org/tf/library2.html>) frees her to be passionate about the prevention of injury by violence, especially gun-related violence. Where librarians have traditionally been expected to hold a neutral stance about the information to which they provide access, Robin's job allows her to be an advocate for social change in an area which desperately needs change. One example of her work is the design of an Injury & Violence Prevention Classification System, which will provide easier access to this specialized literature of which her library has the country's largest collection. Being able to provide the information tools to fight the good fight — being a "knowledge warrior" — is what makes the difference for her.

Ann Caviness, involved with many nonprofits and currently setting up a sustainability library, makes the point that special librarians tend to enjoy and work hard at our specialties and "network like crazy" to buildup our knowledge bases. The resources for nonprofit librarians are narrower but the payoffs huge when you do capture that elusive bit of information. Providing the resources for a nonprofit to clearly articulate its program, find its natural collaborators and grantors, structure its programs to meet future goals — this, Ann says, "is fun. Even though there's no magic that makes ev-

everything turn out perfectly each time, usually you leave work with a feeling you've been helpful." That's a fundamental need for many librarians (most of us?) and one that nonprofit work is likelier to fill.

But the "nonprofit=no money" equation is beginning to change. Thanks to the Internet, even a small organization can launch a website that reaches far more of its target audience (and donor base) than an expensive direct mailing could do. Partly because of this ability to target, donations to nonprofits have risen in the last five years, both in total dollars and in proportion to the GNP. The fact that tech workers can now make more money than they can possibly use has also helped: Bill Gates is not the only person throwing his spare money at nonprofits. And this means the salaries they can afford — especially for information services like database management, program research, and those websites — are going up. Idealist that I am, I even dare to hope that someday

we nonprofit librarians can have it all: working for what we believe in, being paid fairly and competitively, and getting the respect that information specialists deserve.

(For a wider view, and the summary of giving and volunteering that I refer to here, see *The Independent Sector* at <http://www.indepsec.org/>.)

-- Features editor Jo Falcon has worked for the Friends of the Urban Forest, American Indian Center, YLEM (Artists Involved with Science and Technology), SF Craft and Folk Art Museum, and a long list of Worthy Causes.

The Dark Side of Nonprofits

The contribution paraphrased here came as a message on my phone machine from a librarian whose on-the-job hand injuries made typing impossible -- and that symptom of overwork was only part of the problem. I'll revert to the first person of the original message to avoid gender clues and preserve anonymity:

"Speaking from five years at a nonprofit, I've identified with its mission, often deeply enjoyed the work, and been excited at putting my personal vision into making its library really work. But I'm also deeply frustrated and feel constantly at the end of my rope. The pressure to document how I spend time and money is unrelenting -- and it doesn't help the library. Because we don't generate revenue, we're seen as the "deficit department" no matter what I do to prove our value or even raise funds. When I had a half-time assistant, I was able to show exactly how that position increased efficiency and productivity to the benefit of the staff -- but it was cut from the budget without my even being notified. At times they've actually calculated the real estate value of the office space "lost" to library functions. Most of the directors are chosen for fund-raising ability or connections to the foundation's mission; few have managerial experience or training. I do, but though my title is manager I'm left out of meetings and strategic planning, which makes it even harder to align the library with the organization's goals. It hurts. It's frustrating, difficult, slow; it takes a real effort to keep believing in my own vision of what the library here could be."

NetTalk

.....

How Ubiquitous has the Web become?

by Kelly Ward

Look how computers and this newfangled online world have changed books and publishing. But this isn't news, is it? It's a phenomenon pretty hard for someone in our profession to overlook. The process has been under way and picking up steam for decades now. (How many decades depends upon whether you count from the '60s when OCLC still stood for Ohio College Library Center or from the '70s when the ISBN and the IBM PC both started taking off.) Some pundits have been predicting an unhappy day when digitized and pixilated publications will have completely replaced my cherished paper-and-oh-so-imperfectly perfect-bound books — although Star Trek creator Gene Roddenberry has assured us that even in stardate 2947.3 a few hardy bibliophiles like Samuel T. Cogley, attorney at law, will still be around, people who will forever favor "real" books over soulless computers. Yet even that extra-planetary book lover, portrayed in 1967 by Elisha Cook, Jr., was praising a different sort of book from that which we're seeing more and more today. It's doubtful that any of the dusty tomes he brandished at Captain Kirk even had an ISBN; certainly none was a trade paperback with a CD-ROM glued inside the back cover. You can be sure that none were "Web-enhanced" either — nobody in the United Federation of Planets, having ever heard of either CD-ROMs or the Web.

But I'm straying from my topic a bit. I just burned 257 words in a meandering lead-in to this: While "virtual" publishing and Web commerce may be eroding the foundations from beneath traditional presses and book sellers (threatening the demise of a medium I've loved ever since the day in kindergarten when Miss Rabie allowed me to read Else Holmelund Minarik's *Little Bear* aloud to the class), in at least one small way, computers and the World Wide Web actually help further the cause of the traditional book. The Internet has become a boon for library selectors. I for one love using my computer to choose books to buy and I can't be alone, or why would those magnificent people at Vanderbilt

University keep maintaining the exemplary AcqWeb's Directory of Publishers and Vendors at <http://www.library.vanderbilt.edu/law/acqs/pubr.html>? The great preponderance of stuff we add to our library's collection is still made of paper, and that's a trend that shows little sign of reversal. Yes, I still buy paper, but that doesn't mean that, in deciding what to buy, I'm limited to pawing through piles of paper catalogs, brochures, reviews, and LC proofs — not so long as I've got a Web connection.

Once upon a time — last year or maybe the year before — if I happened to want information about a business or organization, I'd probably ask myself if it might be on the Web and then take a stab at finding its site, but never presuming one to exist. Now, I'm more likely just to say, "Let's look at their Web site" and then be astonished if the desired home page doesn't turn up after a few desultory clicks on the keyboard. It's come to that: in the year twenty double-O, a business or organization that hasn't gotten itself a home on the Web is a member of a species fast approaching extinction.

This is certainly true of book publishers. They aren't hiding, although with merger mania the paper chase can sometimes turn into a guessing game of who's name has been changed to what now that it's been bought out by whom, and the quest can lead from old links through unanticipated new conglomerate portals. Once found though, a publisher's site almost always prominently features its catalog. The site of a small press will often be nothing more than a single page with contact information and a simple inventory of



Continued on next page

all its books, which is usually all anyone needs so long as it isn't a shockingly prolific small press with an unimaginably huge backlist. As for the larger publishers though, with extensive lists covering wide subject areas, they pretty much all have sites now, and those sites keep getting better for the selector.

Not all publishers' Web catalogs are created equal, and there's always room for improvement. Some still don't include a complete catalog. (Hint to publishers: your online catalog should include all your books, not just the latest. And don't forget to remove your OP titles and to include books that are in the pipeline for future release.) Other publishers will offer a complete catalog but provide no means of searching it. (Hint to publishers: to simply arrange your inventory according to subject headings and force people to divine under which category you've deigned to hide the book doesn't cut it.) Some publishers will provide a search tool at the site, but no way to limit a search to just the catalog. (Hint to publishers: chances are good that many who visit your Web site will be more interested in finding items in your product line than in your annual report and would like to be offered a way to make that distinction at the start of a search.) Some publishers have search systems so complex you'd think their catalog was the size of the one for the Library of Congress. (Hint to publishers: unless your catalog is the size of the Library of Congress, you could probably stand to offer a simple keyword option to go along with the bells and whistles.) Then there're the publishers who imagine you've no clear idea what you're looking for, so instead of defaulting to AND their search systems default to OR. (Hint to publishers: If I put two words in your keyword search box, it's because I want both words to appear in the results. I'm not just practicing my typing. I don't want to see every file in your entire Web site that happens to contain any of the words I've offered.) And as long as I'm ranting: when I do find the record of the book I'm interested in, don't skimp on the information about it. Book descriptions at some publishers' Web catalogs read like telegrams.

Of course, visiting a publisher's own Web site isn't the only game in town, and often not the best,

for the reasons listed above. One of the best sources for clear, concise, and useful information about what's available is still <http://www.amazon.com>. Not a surprise, I suppose. It's common for Amazon to be able give you good info about a title even if its release date is several months away and the book's own publisher's site is still disavowing all knowledge of its existence. Similarly useful for the selector is Amazon's rival <http://www.barnesandnoble.com>. Their features compare well. Favorite features of both: fairly well developed subject search capabilities; the option of arranging results by publication date; and, when available, tables of contents and reviews from Booklist, Kirkus Reviews, the mainstream press, and average Joes and Josephines who happen to have read and either really liked or really hated a book. I like using both sites, deciding which to use more on a whim than on any assessment of which will better serve at the moment. Their natural competitor's site, on the other hand, <http://www.borders.com>, never gets me through its portal. If that site offers anything approaching the others' subject search and results arrangement features, it keeps them well hidden.

This issue marks my penultimate column at the helm of NetTalk. It's been fun, this game of trying to see how far beyond its limit such a thin reserve of knowledge about the Internet can be stretched. (I'm not a Net expert; I only play one in Bayline!) I'm willing to bet that there are those among our membership who would love to try their hands at it. The job is not taxing; only five articles a year, and think of the glory: your name literally up in lights (the light of a glowing computer screen displaying your article on the Chapter Web site). If you're interested in taking over the column, starting with the September/October issue, don't wait. Drop a line or give a call to me or to editor Eris Weaver, or fill out the committee volunteer form included in this issue.

—Kelly Ward, Public Health Library, UC Berkeley.
Suggestions and guest contributions welcome. Contact me
at 510-642-2511 or kward@library.berkeley.edu.

2000 SLA Winter Meeting News

2000 SLA Winter Meeting News: Is an Association Name Change in the Offing?

by Jeanne Fong

President-Elect **Marlene Vogelsang** and I attended the SLA Winter Meeting in St. Louis from January 19-22. The Winter Meeting is SLA's mid-year gathering of the Board of Directors, the divisional and chapter presidents and president-elects, the SLA committees and the SLA staff.

The Winter Meeting is smaller in size than the Annual SLA Conference, so it offers many more opportunities for one-on-one networking with the leaders of SLA. Marlene and I spent most of our time at the Leadership Development Institute (LDI), which is in part, a training and orientation session for division and chapter Presidents and

President-Elects. LDI is also a place to exchange information and address common concerns between chapters and between divisions, and between the entirety of the SLA leadership and the SLA staff, who provide the Association's administrative, technical and support services.

One topic that dominated the SLA leadership discussion list prior to our arrival in St. Louis was the Association Web site. By the time the Winter Meeting began, passions were running pretty high. Topics ran the gamut from the site's design, functionality, content, maintenance to responsibility for

Continued on page 12

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Building Career Partnerships

oversight. Some people thought the content was too focussed on the Association, rather than on the needs of members, particularly in the area of professional development. Others thought the site needed to be improved so that it would better represent the profession and attract new members. SLA President Susan DiMattia and Maurice Harris, Senior Director of Computer Services & Technology did their best to assure members that efforts were underway by SLA staff and librarians to review and improve the Web site, and that member feedback would always be welcomed.

The Board of Director approved five new task forces that I want to share with our members.

Branding Task Force

Charge: To develop an implementation plan that could result in the official adoption of a new name for the Association. The matter of changing the name of SLA is not new, but the fact that SLA is taking steps towards creating a process to review its

name is noteworthy. One of the driving concerns behind the Branding Task Force is SLA's declining membership rolls, and the need to maintain current membership and also attract new members. The task force's implementation plan will be voted on by the Board at the June 2001 annual business meeting. The task force will report to the Board at the June 2000 meeting with a recommendation for an outside public relations firm, an implementation plan with a timeline and a report on the financial implications. Any proposal for renaming the Association would be put to a vote of all members after June 2001.

Partnerships Task Force

Charge: To create a position paper by June 2000 outlining a rationale and suggested action items for the establishment of partnerships as a strategic priority. Partnering with other library and information professional associations or other types of related organizations could be mutually beneficial in achieving commonly held short-term goals, such as

Continued on page 20

Baby It's Cold Outside.....

by Marlene Vogelsang

...But it was warm indoors at the January 2000 SLA Winter Meeting, held this year in St. Louis, Missouri. This was my first official conference as our chapter President-Elect and was an opportunity to watch the SLA leadership in association action.

Northern California was well represented at the meeting. **Jeanne Fong** and I represented our chapter; President **Doren Cohen** and President-Elect **Lucy Stillman** represented the San Andreas Chapter; President **Carey O'Keefe** and President-Elect **Ava Goldman** represented Sierra Nevada; SLA Board Secretary **Cindy Hill** and Director **Monica Ertel** attended, as did **Ailya Rose**, Chair Elect of the Solo Division. Our own **Richard Geiger**, who is running for SLA treasurer was there as a Board candidate observing the proceedings.

The three day meeting was full with meetings on the general workings of the organization; money-

management for units (when and what kind of reports are required; recruitment of new members; mentoring and outreach to chapter membership.) A Town Meeting format looked at the "Virtual Association" and implications for shaping the future of the Special Libraries Association. Many of the sessions were conducted by the current slate of candidates for Association office. It was a showcase for our board members-to-be to present their knowledge and tips for leadership. Remember to cast your vote!

Other presentations featured current President **Susan De Mattia** presenting the association's Value Proposition, looking at the ways our profession can contribute to our work organizations and to each other. **Stephanie Tolson**, president of the host

Continued on page 20

Kaleidoscope

Michelle Howard is the new Manager of Information Products and Services at Wilson McHenry Co., a public relations firm with offices in Foster City and Hayward. Contact Michelle in Hayward at 510-723-6211 or mhoward@wmc.com. **Tony Obregon** has also joined Wilson McHenry as Senior Supervisor of Information Products and Services. Tony is based in Foster City, where he conducts quantitative analysis of Wilson McHenry's media programs. Contact Tony at 650-356-5218 or tobregon@wmc.com.

Craig Griffith left Bain and Company in December to join Dialog as an information consultant. Craig conducts public training, visits clients, and provides general customer support. He is enjoying the variety in his new position; "It's something completely different" from his previous research experience. Contact Craig at 415-623-2037 or craig_griffith@dialog.com.

Ella Hirst has taken a leave of absence from San Francisco Public Library's Government Information Center to work at nolo.com (AKA Nolo Press). Ella is enjoying a flexible schedule, riding her bike instead of BART to work, and the challenge of doing research "without a collection." She can be reached at ella@nolo.com or 704-510-2290.

Julie Griffith has resigned from Lieff, Cabraser and has started a new job at the American School for Professional Psychology in Point Richmond. Julie likes the four-day workweek and the proximity to her home in the East Bay. She can be reached Mondays through Thursdays at (510) 215-0277.

Networking is a wonderful thing! **Amy Sanidas** was recruited by a former co-worker to become Competitive Monitoring Specialist at E*TRADE Group, where she has been working for about 6 months. Amy goes into the Menlo Park office about twice a month and telecommutes the rest of the time. One of her duties is to prepare and disseminate (by 9:00 am!) a daily report on competitive is-

sues. She also is responsible for maintaining a competitive information Web page on the company intranet and managing electronic market research resources.

Debbie Sommer is in the process of whittling down what she wants to do during the next phase of her working life, but right now she is in New Zealand, travelling around and having fun. She expects to come home in 2 or 3 months. Debbie will be online throughout her trip if you'd like to stay in touch. Her e-mail address is djsommer@slip.net.

And another telecommuter: **Roger Strouse** has joined Outsell, Inc., as Director and Lead Analyst. Outsell is a market research and advisory firm serving clients in the information industry. Its customers are corporate libraries and content vendors. "It's a small 15-person firm," says Roger, officially headquartered in Burlingame but with people all over the U.S. Roger misses the educational advantage of being able to call out a question to someone in the next cube, but is otherwise enjoying his new position. You can reach him at 415-255-6284 or rstrouse@outsellinc.com.

-- Send your *Kaleidoscope* tidbits to Elyse Eisner at eeisner@taylorlib.com or Lynne Branch Brown at lbrown@iii.com.

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Program Notes

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Who Can You Trust? Professor Bob Berring on the Search for Cognitive Authority

Energy and spirits were high January 13th as 101 colleagues mingled and munched at the first SF/SLA meeting of the century at the Pacific Energy Center in San Francisco. With Y2K already a dim memory, members could attend once more to the ongoing issues vital to our profession. And what better speaker to engage our concern than Bob Berring, Professor of Law and Law Librarian at UC Berkeley's Boalt Hall Law School, who concluded his talk with a plea for our active involvement in the world of Web information.

Berring's informal style and spontaneous delivery belie his passionate commitment to librarianship as a profession. Members may recall his article on the state of the UC Berkeley libraries in the *California Monthly*, February 1998. (He also holds a joint appointment at SIMS and served as dean of the library school from 1986 to 1989.) Currently on sabbatical, Berring based his talk on the paper he is writing on "Legal Information and the Search for Cognitive Authority."

Berring began with a brief discussion of how essential classification systems are to all aspects of our lives. As an example he testified to his own difficulties finding *And Justice for All* at Reel Video (it was shelved under "Courtroom Drama" rather than with the other Al Pacino movies. Berring noted that the most powerful classification schemes are virtually invisible: they determine not only our mundane activities—where we look for our socks, but also our political reality—who we consider allies or enemies.

Obviously an audience of librarians needs little convincing that classification systems are important. Berring, however, reminded us that whoever determines classification wields tremendous power and

control. The great library classification schemes were the backbone of its cognitive authority. The library was a reliable provider of sources one could trust, sources that were selected and located according to defined intellectual criteria.

This power to classify, organize, choose and validate information sources is, as Berring is hardly the first to note, no longer in the library domain. The sun is setting on those sure library systems, he said, and instead we have a surplus of search engines that do not critique results against a normative standard. Moreover, the entertainment industry's emergence as a key player on the Internet (AOL's acquisition of Time-Warner being the most obvious example), lends credence to Berring's tongue-in-cheek scenario, where Pamela Anderson finds "your three best cases." In the face of this onslaught of infotainment, Berring believes it is librarians who can provide the cognitive authority the Web so urgently needs. He appealed to us to assert our role as information taxonomists and as authenticators and preservers of what is valuable. As our positions and titles reveal, this is a mission many chapter members have eagerly accepted!

Many thanks to our generous sponsors: **The West Group, Taylor & Associates, Certified Personnel and Advanced Information Management.** Thanks to our members: **Terry Richards** of the Program Committee for inviting Bob Berring to speak; to **Linda Burton** and **Nick Robinson** of the Hospitality Committee for arranging a lavish spread; to President-Elect **Marlene Vogelsang** for securing the location; and to all the committee chairs who brought great tidings of baseball events to come and of our fine slate of candidates for 2000-2001.

1. Available at http://www.alumni.berkeley.edu/monthly/monthly_index/feb_98/library.html.

2. *Berring attributed many of his observations to Sorting Things Out: Classification and Its Consequences (Geoffrey Bowker and Susan Leigh Star, MIT Press, 1999).*

--- Ella Hirst, ellah@mindspring.com, provides research and information services at Nolo.com.

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each year, so we're not in danger of suddenly being without an executive.

"How do we recruit or retain the people in non-traditional jobs, who don't think of themselves as librarians or who assume SLA doesn't accept other kinds of information specialists?"

The name is a definite factor in this, and one that we always wrestle with. We're trying a number of outreaches (watch the website and Information Outlook) but we're always looking for better ones, which may come from the non-traditional people within SLA now. One of our biggest concerns is how the organization has to morph as the profession changes.

"As part of that 'listening feedback from the members,' will you please tell the Board that we're getting really antsy to change the name?"

We're discussing that already – "have been discussing it every single year." Cindy will bring this back to the Board as one more move toward voting on it. It's usually a matter of the groundswell from the membership reaching critical mass. We'll prob-

ably want to keep the initials, though they may not stand for anything.

A vote probably won't happen within the next two years simply because of the difficulty of organizing it. It can't be done electronically because of the charter of the New York chapter, but that may be revised soon.

The give-and-take of questions didn't stop till the restaurant was about to close around us, and we left feeling that the Board WILL be hearing that feedback. And maybe a few of us are less resistant to holding office.

The mid-February joint meeting of our chapters (details still being finalized) sounds just as compelling: Bonnie Nardi (<http://www.best.com/~nardi/default.html>), author of *Information Ecologies* and director emerita of the late, lamented Apple Library, will be speaking from the corporate anthropologist's viewpoint on topics yet to be defined, but including "invisible work" – "how work actually gets done, and how invisible it is when you aren't looking closely." Don't we all know THAT one...



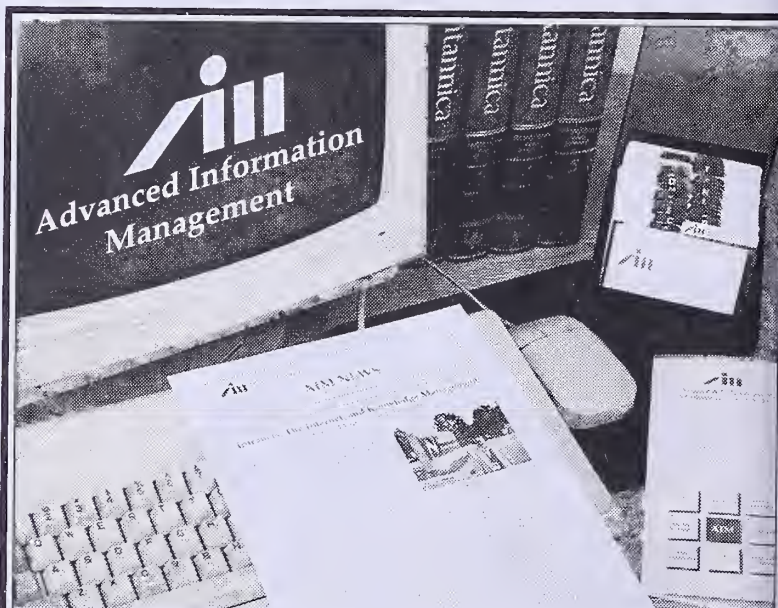
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Professional Development

Super Searchers : Online Mavens Share Their Secrets

Reva Basch's books and speeches have helped countless professionals become better searchers. The SF Bay Chapter was privileged to have Reva moderate a panel on searching at the Federal Reserve Bank on December 1st. Four local "super searchers" each spoke on various aspects of searching, from special sites to cost considerations to command languages to use.

Reva began with the somewhat perverse idea that a very important characteristic of a good super searcher is knowing when NOT to go online. She emphasized the increasing concern with the quality of Web resources, especially as they become so prevalent in our work. Of course, the reference interview continues to be of crucial importance. Reva also reminded us, "don't become complacent about what you think is out there" (because it changes so fast), and "don't hesitate to rely on the knowledge base of your colleagues".

Our panelists exemplified the characteristics of a super searcher as defined by Reva. They conduct searches that are iterative, modular and dynamic, as well as cost conscious and cost effective. Good searchers always evaluate the value of spending time versus spending money. They strike a balance between being meticulous and intuitive; Reva feels great searchers are born with a unique combination of "left and right-brainedness."

Terese Cason has been a reference librarian at the Government Information Desk at San Francisco Public Library for eight years. Terese's tactic when seeking government information is first to determine, "What agency has the mandate in this area?" Of course, agencies have not standardized formats or search syntax, which adds to the challenge of finding what you need. Her favorite site for finding agency web sites is Uncle Sam's Migrating Documents (<http://www.lib.memphis.edu/gpo.mig.htm>). The latest federal government economic statistics are available at <http://www.whitehouse.gov> in the

"Briefing Room." Did you know that the California Department of Finance has demographic projections out to the year 2040, at <http://www.dof.ca.gov>?

Denise Kent, a business information specialist at McKinsey, evaluates free resources on the Web for their reliability, organization (searchability and ease of use), output formats available, and whether they contain the kind of data everyone wants – rankings, top lists, industry and company facts and statistics. Some of her favorite sites include: <http://.ceoexpress.com> – lots of great links organized for business people; <http://.dismal.com> (the Dismal Scientist) – world wide economic data to complement other sources; and the searchable American Society of Association Executives (<http://.asaenet.org>).

After Denise convinced us that there are many worthy free sources on the Web, **Sara Olsen** of McKenna Group showed us the value of online subscription services. She compiled quantitative data to show the different results when using free versus vendor data, on the same question, and on questions of varying difficulty. In general, the more difficult the question, the more valuable the subscription becomes. Her comparison between using a Hoover's subscription versus a combination of free sources to get the same information showed a dramatic difference – 15 minutes versus 2-3 hours. Sara's charts were great - if we only had time to do these evaluations on every question, we could make such informed, cost-effective decisions!

Roger Strouse of A.T. Kearney provided us with strategies to save time when you are getting long answer sets, for "squishy" (his technical term) trend-type questions or when the search terms are very common. He discussed the usefulness of associative retrieval searching, also known as relevance ranking. (Examples include Lexis Freestyle and Dialog Target.) The algorithms force the most relevant results to the top of the set. These search techniques are

continued on next page

SuperSearchers continued from previous page

often viewed as being for “dummies” but Roger convinced us that they are just a different and very effective tool when used appropriately.

After a fresh fruit, pastry and caffeine break, the audience availed themselves of the opportunity to pose questions to the panel. From the evaluations received and conversations with folks afterwards, it seems that everyone came away with useful information that will help them in their jobs. For some, the value was in confirming what they already knew, and that they are on the right track in their approaches to searching.

The Professional Development Committee would like to thank the sponsors of the session – **Powerize.com**, **Northern Light Technology**, **Invisible Worlds**, and **Advanced Information Management** for their generous support and interesting handouts. We would also like to thank the **Federal Reserve Bank**, especially **Tim deWolf**, for the use of the space and Tim’s expertise with connections and caterers.

-- Ginny Woodis is chair of the Professional Development Committee.

Did YOU participate in the Chapter membership survey???

In January, a chapter membership survey, available on the chapter website, was announced to the membership via email, the chapter discussion list, and at the January chapter meeting. Although there was a deadline for participation of January 21, we realize that some members may not have found out about the survey. The survey is online at http://www.sla.org/chapter/csfo/member_survey99.html; if you would like to receive a copy by email or snailmail, please contact Cris Campbell at ccampbel@library.berkeley.edu or 510-642-2511. The Strategic Planning Committee is eager to hear from as many members as possible! It will take only a few minutes to fill out the survey.

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Chapter Presentation of Special Lifetime Achievement Award to Sue Rugge

The San Francisco Bay Region Chapter will present a special lifetime achievement award to **Sue Rugge** at its March 7 meeting in San Francisco.



Sue is widely regarded as the founder of the field of the independent research profession. She was co-founder with Georgia Finnigan of Information Unlimited, an early, Berkeley-based independent research firm. In 1979, she started Information on Demand, a pioneering full-service information company offering online, telephone and library research in all subject areas, as well as document delivery from a global network of libraries. She originated the Association of Independent Information Professionals, and served as its president in 1988-1989. Sue had been a member of SLA before she died last summer in Oakland, California. Sue was also a dear friend and mentor to many in the San Francisco Bay Region Chapter. A tribute to Sue written by Reva Basch appeared in the November/December 1999 issue of *Bayline* (<http://www.sims.berkeley.edu/sfsla/bulletin/novdec99/rugge.html>). The Special Libraries Association will be presenting its Professional Award to Sue Rugge at the June 2000 Annual Conference in Philadelphia.

Chapter Award for Professional Achievement

As a volunteer, professional organization, the success of the San Francisco Chapter depends on the invaluable efforts of its members. We all know chapter members who, year after year, make outstanding contributions to the chapter through their talent, time and energy. Through the Chapter Award for Professional Achievement, we can publicly recognize those members, active or retired, for their "notable and enduring contributions to the chapter or the profession."

Award criteria specify that particular attention should be given to local involvement and chapter contributions, including: outstanding leadership in the chapter and in committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovations at the worksite; and mentoring activities.

Recent award winners are Tim DeWolf, Terry Dean, Richard Geiger, Angie Brunton, Marie McKenzie and Bob Britton (jointly), and Debbie Jan.

You can nominate a fellow member by completing the form below, attaching pertinent biographical data about the nominee, and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Forward in confidence to: Linda Suzuki, 320 Muller RD, Walnut Creek, CA 94598. Deadline: April 14, 2000.

.....

Nominee: _____

Nominated by: _____

Signature: _____

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action on proposed federal legislation, or long-term goals, such as attracting new members.

Virtual Member Task Force

Charge: This task force will prepare a proposal that will create a "cafeteria menu" of new membership categories and accompanying fee structure. The charge of this task force is more multifaceted than the above three, but it shares the goal of retaining existing members and recruiting new ones. Who are SLA's current members and who will be its new members? Does SLA's current membership categories satisfy all of our current members and also satisfy the needs of new ones? Among the possible new membership categories, this task force is asked to develop a virtual member category that will be tested on a trial audience. What if SLA had a category of member who never gets anything in print but receives SLA information via the Web and email? Could a membership in a new "virtual chapter" or "virtual division," be created for a category of members we don't yet know about? Could SLA satisfy members with annual conferences and continuing education courses that are completely available through the Web? The proposal and its financial implications are due June 2000.

Conference Planning Structure Task Force

Charge: To create a task force to implement changes to the current conference planning structure that will relieve the stress on conference planners. The task force will be asked to present an interim report in June 2000 evaluating the format of the Knowledge Management program at the 2000 Winter Meeting and a final report in January 2001 with an evaluation of the Global 2000 Conference. The task force will consider the Conference Planning Committee's role in planning the annual conference.

Structure Simplification Task Force

Charge: To make recommendation to simplify the organizational model of existing association units, and eliminate unnecessary administrative tasks. Progress report due June 2000; final report due at Winter Meeting 2001.

I applaud the Board of Director's strategic planning initiatives to review and try to predict who we are, who we will be and what we will need from the Association in order to be successful library and information professionals now and in the future. The answers will not come easily, and they may not necessarily be what we want to hear, but I am glad we are working on a process to consider these very difficult and challenging issues.

Baby It's Cold continued from page 12

chapter talked on Diversity in a Global Environment, reminding all of us to respect and learn from our differences. One of the most memorable sessions was **Didi Pancake's** overview of Robert's Rules of Order. Yes, Didi Pancake on running an effective meetings, motions, seconds, votes and rules of parliamentary procedure. I never thought that topic could be lively and entertaining...but this was. If you ever have a chance, attend a Didi Pancake presentation!

Board watching was a major piece of the meeting. This was an opportunity to observe the full Board of Directors in public conducting Association business as well as an occasion for member response. Some of the topics in discussion were retaining a consultant to explore a name change for the association (you can imagine the controversy....)

More information about the Board items can be found on the website, <http://www.sla.org>, in the Board of Directors pages under Association Information.

Winter Meeting is also time for Chapter Cabinet and Division Cabinet meetings to discuss the business and concerns of running the local chapters and divisions of the Association. Program planners for the summer conference also met to work on the 2000 Philadelphia and 2001 San Antonio meetings.

Networking opportunities were abundant at the Dinner Buddies evening; the St. Louis chapter held a reception dinner at the historic Bevo Mill, a former carriage house and windmill owned by Anheuser-Busch, now a highly regarded German restaurant. The St. Louis chapter reception was held at the new and funky City Museum, an adult

playland and home of the Shoe Museum. The "Desert with David" (Bender, longtime Executive Director SLA) provided a casual forum for questions and comments about the associations current and future concerns.

I heard many compliments about our Winter meeting last year. I was also pleased that our chapter already does many of the programs and activities suggested during discussion. We are fortunate to be who we are.

As with summer conference, it is a busy time filled with stimulating people and presentations and lots of ideas to bring back. This time, I'm bringing back ideas for us...ideas to help make our chapter the best we can be.

Did YOU participate in the Chapter membership survey???

In January, a chapter membership survey, available on the chapter website, was announced to the membership via email, the chapter discussion list, and at the January chapter meeting. Although there was a deadline for participation of January 21, we realize that some members may not have found out about the survey. The survey is online at http://www.sla.org/chapter/csfo/member_survey99.html; if you would like to receive a copy by email or snailmail, please contact Cris Campbell at ccampbel@library.berkeley.edu or 510-642-2511. The Strategic Planning Committee is eager to hear from as many members as possible! It will take only a few minutes to fill out the survey.

SLA Endowment Fund Grants

The Special Libraries Association Endowment Fund Grants offer financial support to SLA chapters, divisions and committees to do projects that will further the scientific, literary and educational purposes for which SLA is organized and operated.

Project proposals must have a wide applicability to the entire special libraries community. Funding may be awarded for publications, research projects, study grants, continuing education programs, public awareness activities, special studies and reports, or information dissemination efforts.

Details about the use of Endowment Grant Funds, guidelines for writing the grant proposal and an application form are available at www.sla.org/research/endow.html.

This year the Endowment Grant Funds have a significant amount of money available for disbursement. Members of the San Francisco Bay Region Chapter who have project ideas are invited to submit applications to

Jeanne Fong, President
SLA-San Francisco Bay Region Chapter
Government and Social Science Information Service
218 Doe Library #6000
University of California
Berkeley, CA 94720

Deadline: Friday, April 28, 2000

The Chapter will forward its applications to the SLA Research Committee. Applicants will be notified by November 1. Questions? Contact Karen Holloway, University of Arizona Library, at (520) 621-6395 or holloway@bird.library.arizona.

Executive Board Meeting, December 13, 1999

San Francisco Bay Region Chapter,
Special Libraries Association
Executive Board Meeting
December 13, 1999
San Francisco Public Library

The meeting was called to order
at 4:05 p.m.

In attendance were Jeanne Fong,
Tamara Horacek, Maggie
O'Brien, Molly Skeen, Linda
Suzuki, and Marlene Vogelsang.

1. The minutes of the Executive Board meeting of 10/21/99 were approved.

2. Treasurer's Report – Tamara presented her report, showing a total balance as of December 10, 1999 of \$37,897. Tamara also distributed an itemized report of income and expenses for the period 7/1/99 through 12/9/99.

3. Student Essay Contest – Jeanne announced that the winner of the Chapter's 1998 student essay contest has returned \$900 of the \$1000 that had been awarded to him to attend the 1998 SLA annual conference. Tony Landolt and Karin Zilla are exploring ideas for a student essay contest in 2000 and will make a recommendation for consideration at the February Board meeting.

4. SLA Scholarship Interviews – The Association's Scholarship Committee is organizing interviews for this year's applicants for SLA scholarships. SLA earmarks over \$30,000 in scholarships for applicants pursuing masters, doctoral and post-doctoral degrees in the fields of library and information science. Chapter

presidents are responsible for interviewing scholarship applicants who live within their geographical area. Jeanne will be seeing two applicants between now and early January.

5. Paraprofessional Workshop – Jeanne circulated a copy of the program from the 5th annual Paraprofessional Workshop. The Chapter contributed \$250 to support the workshop.

6. Programs – Maggie distributed the revised program-planning schedule. The January meeting will feature Bob Berring speaking on classification and the Internet. The February meeting will be a joint meeting with the San Andreas Chapter with Bonnie Nardi speaking on the role of the librarian. A location for the February meeting has not yet been confirmed; the committee is evaluating Peninsula restaurants near Cal Train stations. Leah Garchik will speak at the March meeting. Arrangements are pending for the May meeting.

7. Midyear Budget Review – The Board approved a recommendation from Jeanne to form a finance task force that would be responsible each year for doing the Chapter's midyear budget review. The Chapter used to have a Finance Committee decades ago. Task force members would include Jeanne, Tamara, Marlene, Linda, Maggie, and Bill Van Niekerken. The task force will meet in January to complete the review in time for the SLA midyear financial reports that are due January 31 and for the next Board/Council meeting on February 8. All Chapter officers and committee chairs will be asked to send any outstanding checks, invoices, and receipts to Tamara in

time for the January task force meeting. The task force would review the budget line-by-line, identify areas of potential overspending or underspending, and decide on follow up actions.

8. Chapter Brochure – Jeanne distributed a draft revision of the Chapter brochure, developed by Ella Hirst and Chris Orr, for discussion. Board members made a variety of suggestions including: 1) the brochure could be converted to PDF format and made available on the Chapter web site; 2) the Chapter discussion list could be added to the "what we offer" section; 3) students could be added to the "who we are" section; and 4) the number of Chapter members needs to be verified. Board members agreed to send any additional suggestions to Jeanne by December 22. Jeanne will then forward all comments to Ella and Chris.

9. Chapter Achievement Award – Board members discussed what form the lifetime achievement award to Sue Rugge should take. It was agreed that Jeanne will arrange to have a plaque or certificate made in Sue's honor. Sue's family will be invited to attend the March meeting for a presentation of the award.

10. Disposition of Computer – The Board discussed various ways of disposing of the Bayline editor's old computer. Donating it to a nonprofit organization and auctioning it at a Chapter meeting were two ideas discussed. The Board approved donating the old computer to a

non-profit organization. Maggie will send Eris Weaver a list of Web sites for nonprofits that specialize in distributing donated computers.

11. Chapter Archives – Board members reviewed the revised Chapter Archives procedures developed by Diane Fortner. In addition, Tim DeWolf proposed that information on the Chapter web site that is unique to the site should be added to the Chapter archives in print format. Tamara mentioned that it might be advisable to keep some Treasurer documents different lengths of time than those listed in the procedures. Diane will be asked to announce the new procedures at the February Board/Council meeting.

12. Nominations – The Board approved the nominating committee's slate of officers for 2000: Maggie O'Brien for President-Elect; Chris Orr for Assistant Program Director; and Jo Falcon for Secretary.

13. Mission Statement – Jeanne distributed a draft Chapter mission statement for discussion. Several concepts were considered for inclusion in the mission statement including the words innovative, dynamic, risk-taking, and entrepreneurial. Jeanne will send the ideas to Ella and Chris for possible inclusion in the Chapter brochure.

14. Committee Reports –

Tours – It was estimated that 30 people attended the tour of the San Francisco Performing Arts Library on December 7.

Hospitality – Lynn Dix reports that three members of the hospitality committee have dropped out and one new member has been added. Lynn, Maggie, Marlene, and Linda Vida plan to meet soon to review the coordination of program, hospitality and fundraising activities. Maggie noted that each year the incoming hospitality and program committees find it difficult to arrange the September meeting so soon after assuming their new roles in June. She suggested that it could be helpful to change existing procedures so that the outgoing hospitality and program committees would handle arrangements for the September meeting each year. The Board agreed to Maggie's suggestion, adding that Professional Development should be asked to do something like this as well for the same reasons.

Mailing – Christine Harris is checking with the mailing house with questions about renewal of the Chapter's mailing permit.

Networking – Nancy Adams has signed up for various library organizations' discussion lists and will post information to the Chapter's discussion list as appropriate.

Special Publications – Terry Dean expects to have the indexing project finished by spring.

Directory – Copies of the new directory were distributed to Board members. Linda Yamamoto reports that she hopes to keep the mailing expense to \$1.13/copy.

Bayline – Eris Weaver has agreed to serve as Bayline editor next

year.

Discussion List – Deb Hunt says 70 members have signed up for the discussion list.

Professional Development – The committee is considering various options for a spring program.

Advertising – Craig Griffith is planning an advertising solicitation for January.

Fund Raising – Linda Vida reports that the committee has raised \$4710.

Strategic Planning – Cris Campbell's committee sent the draft of an online interactive needs survey of Chapter members to Board members for comments. The survey will be made available to members on the Web. Cris will publicize the survey in the January/February Bayline issue, and through the reflector. Paper copies of the survey will be mailed to members upon request.

Jobline – Dan Cunningham reports he has invoiced more than \$5000 for Jobline postings. From these, the Chapter has only received \$375 in payments. Jeanne will consult with Dan about the collection of Jobline revenue.

15. February Board Meeting – The next Board meeting is scheduled for February 8th.

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Molly Skeen
Chapter Secretary

Executive Board/Advisory Council Meeting, February 8, 2000

San Francisco Bay Region Chapter, Special Libraries Association Executive Board/Advisory Council Meeting February 8, 2000 San Francisco Public Library

The meeting was called to order at 6:00 p.m.

In attendance were Nancy Adams, Cris Campbell, Terry Dean, Tim DeWolf, Lynn Dix, Claudia Fenelon, Jeanne Fong, Diane Fortner, Beth Graham, Craig Griffith, Tony Landolt, Maggie O'Brien, Molly Skeen, Linda Suzuki, Linda Vida, Marlene Vogelsang, Bonnie Willdorf, and Karin Zilla.

1. The minutes of the Board/Council meeting of 8/10/99 were approved.

2. Treasurer's Report - Jeanne discussed the Treasurer's report, showing a total balance as of January 21, 2000 of \$39,076.17. She mentioned that the Chapter had just received its allotment from the Association and that amount was not included in the report. This year's allotment was \$7416, calculated at \$12/member for the Chapter's 618 members.

3. Midyear Budget Review - Jeanne distributed a budget report showing committee expenditures through January 21, 2000. She commented that the Chapter's financial situation looks good and thanked the committees for keeping expenses within budget. She also reported on the midyear budget review task force, which included Jeanne, Tamara, Marlene, Maggie, Linda Suzuki, and Bill Van Niekerken. The group met in

January to review the budget line by line. Similar task forces were used years ago to review the Chapter's budget at midyear. The budget review task force was a useful mechanism this year and will be scheduled to meet once a year from now on.

4. Chapter Award to Sue Rugge - Jeanne said the Chapter's award to Sue Rugge, honoring her professional achievements, will be presented to Sue's family at the March meeting. The award, which is being given as an exceptional circumstance, will be made this year in lieu of the Chapter's Professional Achievement Award.

5. Chapter Elections - Jeanne said the Board approved postponement of Chapter elections to the March meeting. The Chapter's bylaws specify that elections should be held at the February meeting. Board members agreed that it would be difficult to hold elections at this year's February meeting since it is a joint one with the San Andreas Chapter.

6. Committee Annual Reports - Jeanne announced that committee annual reports are due April 1, 2000. She asked that committee chairs include a discussion of what worked and what didn't work during the past year since these reports are used in planning future activities.

7. Procedures Manual - Linda Suzuki asked that each committee chair review the procedures for his/her committee and send any changes to Linda by March 31, 2000. Currently, the procedures manual is available on the Chapter web site in non-editable PDF

format. It can be accessed through the following url: <http://sims.berkeley.edu/sfsla/letterhead/letterhd.html> The Web committee plans to load the procedures manual on the web site in Word format so that committee chairs can download the files, edit them, and send them to Linda Suzuki in electronic format.

8. Archives - Diane Fortner outlined the guidelines for sending materials to the Chapter archives. Materials that are more than five years old should be sent to Diane by June 1, 2000. Archived materials should be of "genuine historical importance" and are of two types - evidential and informational. Evidential records document the life span of the organization, its organizational structure, and its activities. Informational records provide "information," and the standard for retention should be uniqueness. Materials that are less than five years old should be turned over to the new committee chairs at the turnover meeting in June.

9. Programs - Maggie distributed the revised program-planning schedule. The February 16th joint meeting with the San Andreas Chapter, with Bonnie Nardi speaking, will be at Spiedo's in San Mateo. The March 7th hors d'oeuvres meeting, to be held at Splendido's, will feature Chronicle columnist Leah Garchik in a Q&A format. On April 18th the Chapter neighborhood meetings will take place in various restaurants in San Francisco, the East Bay, the Peninsula, and Marin County. The May 26th event will be at a baseball game at the new Giants ballpark. So far

172 tickets have been reserved. Arrangements are pending for tee shirts, sponsorship and refreshments. Planning is also well underway for the September meeting with Rosalie Amer scheduled to speak.

10. Chapter Brochure - Jeanne announced that the new Chapter brochure, developed by Ella Hirst and Chris Orr, is ready for printing. It will be printed in a tri-fold format on white paper with black and shades of purple ink.

11. Student Essay Contest - Jeanne summarized the Board's discussion of the Chapter's student essay contest and various alternative ways of reaching out to library school students. The Board approved a motion to replace the contest with four door prize awards to be presented, two each, at receptions at SIMS and the SJSU library school in the fall of 2000. Each award will include: one year student membership in SLA; one year affiliation with both the San Andreas and the San Francisco Chapters; one registration at an SF Chapter professional development workshop; and one registration at an SF Chapter meeting. The value of each award is approximately \$150.

12. Leadership Training Coordinator - Jeanne announced that the Board approved a motion to assign joint responsibility for coordination of the annual Chapter leadership training program to the President-elect and the Past President. For the past two years, Marlene has coordinated the training on an ad hoc basis.

13. Member Survey - Cris

Campbell discussed the Chapter's member survey, conducted in January via the Chapter web site. 201 submissions were received before the January 21st deadline and another 15 were received after the deadline. Even though the deadline has passed, members can still respond to the survey, which will remain on the web site until March 31st. Cris will write an article for Bayline, summarizing the survey's results.

14. Committee Reports -

Advertising - Craig said the Chapter is averaging nine to ten advertisers per month in Bayline.

Consultation - Bonnie said she has handled two consultations since the last Board/Council meeting.

Discussion List - Marlene relayed Deb Hunt's report that there are now 77 regular discussion list members and another 27 in digest mode.

Directory - Marlene reported for Linda Yamamoto that all directories have been mailed except to new members and non-U.S. members.

Fund Raising - Linda Vida announced that Lexis Nexis has donated \$500 for the March meeting and that a total of \$4700 has been raised for the year.

Hospitality - Lynn said 80 people attended the January meeting and the reviews indicated that many enjoyed the hors d'oeuvres format.

Jobline - Jeanne reported for Dan

Cunningham. There has been a steady stream of requests to post jobs on the Jobline and, so far, the committee has invoiced \$3500 for the postings. Only \$400 has been received in payment, however, and the committee has requested feedback on strategies for collection. Board/Council members discussed various approaches such as requiring pre-payment, raising the price, and denying service to repeat offenders. Jeanne encouraged the group to keep thinking of more ideas for helping Jobline, and to send them to Dan and her.

Membership - Marlene said she has received a number of inquiries from potential new members.

Professional Development - Claudia announced that there will be a spring professional development program, held jointly with the San Andreas Chapter and BayNet. It will feature Susan Price speaking on information overload and will be held at Golden Gate University in late March.

Special Publications - Terry said her committee is almost finished with the Bayline indexing project and expects to make it available on the Chapter web site by June.

Tours - Maggie reported for Bobbie Merilees that there will be one more tour this year. The location has not been set, but it will be in a technology-oriented organization.

Web - Tim reported that the

Continued on page 27

Calendar

MARCH

7

"Information Junkie - A Super Career Skill," SF Bay Region Chapter Dinner Meeting. Leah Garchik, Personals columnist for the *San Francisco Chronicle*. 5:30 - 8:30 pm. Splendido, 4 Embarcadero Center, Promenade Level, San Francisco.

3 & 10

Using Internet Search Engines, taught by Joe Barker, Librarian, The Teaching Library, UC Berkeley. Vista Community College classes are only \$5.50 each and are held from 1:00 - 5:00 pm in Room 203B. Register at Vista, 2020 Milvia Street between University & Addison on online at <http://www.peralta.cc.ca.us>. For more information call 510-841-8431.

14-18

Computers in Libraries 2000. Washington, DC. <http://www.infotoday.com/cil2000/cil2000.htm>.

17 & 24

Internet Resources for Consumer Health Information, taught by Debbie Jan, Assistant Director, Public Health Library, UC Berkeley. See March 3 listing for info on Vista College classes.

28-30

Library Management Skills Institute I: The Manager. Las Vegas, Nevada. Association of Research Libraries. For complete information see <http://www.arl.org/training/lmsi1mar.html>.

APRIL

14 & 21

Internet Resources for Business Information, taught by Gary Peete, Librarian, Business Library, UC Berkeley. See March 3 listing for info on Vista College classes.

28

Deadline for Special Libraries Association Endowment Fund Grants. See page 21 for more info.

28 & may 5

Internet Resources for Seniors, taught by Diane Driver, Academic Coordinator, Center on Aging, UC Berkeley. See March 3 listing for info on Vista College classes.

JUNE

10-15

Independence to Interdependence: The Next Phase in the Information Revolution. SLA's 21st Annual Conference, Philadel-

phia. For more information, see <http://www.sla.org/assoc/leader/CALL3MEE.htm>.

JULY

15-20

American Association of Law Libraries Conference. Philadelphia. <http://www.aallnet.org/events/00home.asp>.

AUGUST

13-18

IFLA General Conference. Jerusalem, Israel. <http://sites.huji.ac.il/IFLA2000/66intro.htm>.

OCTOBER

16-19

SLA's Global 2000. The Information Age: Challenges and Opportunities. Brighton, England. <http://www.slaglobal2000.org>.

To list an event contact Karin Zilla, kzilla@certified-personnel.com. Phone: 510-673-0186. Calendar events are updated biweekly at <http://www.sims.berkeley.edu/sfsla/>.

*Executive Board/Advisory Council minutes continued
from page 25*

committee hopes to add a search engine to the Chapter's web site. He also announced that his successor as chair of the web committee will be Nick Robinson. Tim said he would email the URL for the Web's administrative page to all Board/Council members.

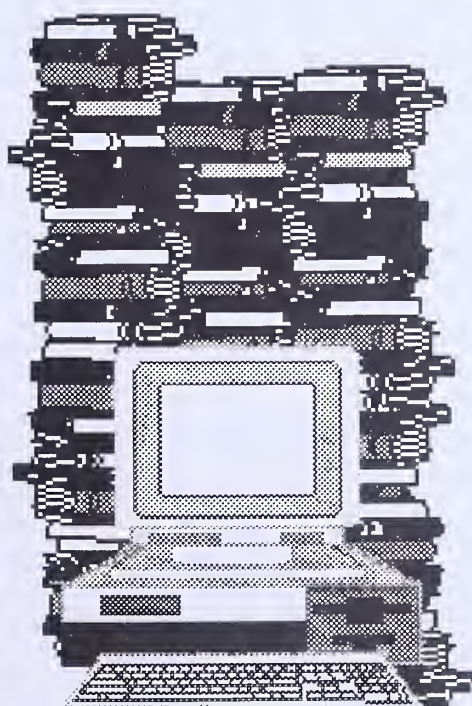
15. SLA Winter Meeting - Jeanne and Marlene spoke briefly on their experiences at the SLA Winter Meeting. Jeanne said membership in SLA is declining and that a task force has been named to look at various options to build interest in the Association. Marlene noted that our Chapter stands out for its accomplishments, thanks to the commitment of our members.

16. June Board/Council Meeting - The next Board/Council meeting is scheduled for June 27, 2000 at the Pacific Energy Center.

The meeting adjourned at 7:35 p.m.

Respectfully submitted,

Molly Skeen Chapter Secretary



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Advanced Information Management	16
Certified Personnel	18
Data Analysis Group	16
GSI Global Securities	6
Legal Information Management	13
Library Associates	15
OCLC	15
.....	
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Contact Craig Griffith at 415-623-2037 or craig_griffith@dialog.com.



Special Libraries Association

San Francisco Bay Region Chapter

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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

May/June 2000
Volume 70 Number 4 5

President's message from Jeanne Fong

All Good Things Must Come to an End

In this, my final President's Message, I want to thank all of my colleagues in the San Francisco Bay Region Chapter for giving me the honor of serving as your President.

The past year has been one of the most rewarding experiences of my professional career, due mostly to the friendship and support of my fellow Executive Board members—**Linda Suzuki, Marlene Vogelsang, Tamara Horacek, Molly Skeen, Maggie O'Brien** and **Karin Zilla**. I thank all of them, particularly Linda and Molly, who are ending their terms to become civilians again. I welcome our new Chapter officers **Maggie O'Brien**, who will continue on the Board but in her new role as President-Elect; **Chris Orr**, who as Assistant Director-Programs, will be working closely with **Karin Zilla**, the new Director-Programs, and **Jo Falcon**, our new Secretary. I know that incoming President **Marlene Vogelsang** will do an excellent job next year, and that you will give her the same warm welcome that you gave to me.



There are always so many more people to thank and so little space to do it in. First, I want to acknowledge **Ann Caviness** of the Program Committee and **Stephen Cooney** and **Debbie Hobson** from Hospitality for a terrific job in organizing the March meeting.

Continued on page 5

inside...

- Chapter Annual Report, page 5.
- How well do those Internet translations really work? Find out on page 9.
- Two views of the Chapter Survey Results, page 15.
- I don't remember the author, but the cover was red...find it on page 21.

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From the editor's desktop...

I just got back from the Chapter neighborhood dinner meeting. I do so enjoy these local get-togethers! They're smaller and a little more "user friendly" to newcomers than our large Chapter events. If you haven't yet participated in one, be sure to ink it in on next year's calendar!

This was the Marin/Sonoma group's thirteenth dinner! We enjoyed the first one so much that we've made it a quarterly event ever since. Thanks to **Diane Rosenberger**, our coordinator, and **Angie Brunton**, my personal limo service -- they've attended every one!

These events epitomize what I love about SLA -- the opportunities for networking, for learning new professional skills, for sharing what I love about this profession! I love my job, and the varied tasks that are a part of it; while my official job title is "librarian," I am also an editor, event planner, graphic designer, network administrator, Webmistress, counselor, budget manager, and local media personality. If you haven't yet discovered what serving on a Chapter committee can do for you, give it a try!

(Readers of last month's column with concerns for my sanity and well-being, take note -- as soon as I put this issue to bed, I'm off to Baja for nine days of R&R!)





Copy deadlines for 2000/2001

Sept/Oct	August 4
Nov/Dec	October 6
Jan/Feb 2001	December 1
March/April	February 2
May/June	April 6

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Voice: 707-778-9114; fax: 707-765-2076. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. For more information, contact Dan Cunningham at 510-466-6194. To list a position, email him at dcunningham@chrn.com or fax 510-273-8832.



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Claudia Fenelon, Beth Graham and the rest of the Professional Development Committee did excellent work on the spring workshop and the SLA videoconference. Thanks to the volunteers who coordinated the April neighborhood dinner meetings. And, let's all doff our baseball caps to **Karin Zilla**, who is putting the finishing touches on our May outing to the new Pacific Bell Park.

The Chapter had an extremely active and productive year as a result of the efforts of the Executive Board, the Advisory Council committee chairs and their committee members and the many other talented and dedicated volunteers who offered a helping hand along the way. Their efforts made

possible the array of outstanding programs, services and publications that are the hallmark of our Chapter.

Last, but not least, on behalf of the entire Chapter, I want to thank our advertisers and sponsors whose generous support made it possible for us to afford the high quality services to which our members have grown accustomed. We value these relationships, and look forward to future collaborations.

The Chapter's Annual Report follows. Under Marlene's able leadership, we are making plans to build upon our successes and try new initiatives. Please contact her if you would like to help.

1999-2000 San Francisco Bay Region Chapter Annual Report

Outreach to Students, and New and Prospective Members

Our chapter and the local chapter of NOCALL hosted the annual fall reception at UC Berkeley's School of Information and Management Systems. **Donna Scheeder**, SLA President-Elect, who was on a two-day visit to our chapter, gave an inspiring speech about the profession and the rewards of public service. Bayline's "President's Message" column was used to highlight the talents of some of our newer members, including recent graduates of SIMS. I know the SIMS students enjoyed the spotlight as much as we enjoyed learning more about them. The Chapter's membership increased this year to 630 members with the addition of thirty-five new members and twenty-eight returning members. This is far from the days when we used to have over 800 Chapters members. Identifying creative ways to attract new members continues to be a high priority. Thanks to **Ella Hirst** and **Chris Orr**, a beautiful new Chapter brochure will be ready later this spring. The brochure and our Website will be used to interest new members in our Chapter.

Improved Communication Within the Chapter

We created the San Francisco Bay Region Discussion List to enable members to communicate effectively and easily by sending e-mail to other subscribed members. The Chapter's email reflector is used frequently to share official chapter news. We have received lots of positive feedback from busy members who appreciate getting email reminders of upcoming meetings and workshops. Thanks to the Networking Committee, our chapter events are publicized to other professional discussion lists and we in turn get news from them. Members still find *Bayline* their favorite source of Chapter news. Members will soon be able to search past issues of the newsletter by using the new *Bayline Index* that will cover the first issue of the *Bulletin*, which came out in January 1929, through the last bound issue of Bayline dated May/June 1998.

This year the Chapter's Website (<http://www.sims.berkeley.edu/sfsla/>) evolved in many im-

Continued on page 7

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portant ways towards becoming the best source for the most current information about Chapter news, events and services. Members can count on it for the latest news about upcoming programs, professional development workshops and tours. You can use it to find a job on the Jobline, read *Bayline*, review the strategic plan, volunteer for a committee, report membership address changes, subscribe to the Chapter discussion list and access other SLA Web page. The Website is also being used by Chapter officers and committee chairs for locating business forms, committee procedural manuals, the administrative calendar, and the rosters and meeting minutes of the Executive Board and Advisory Council. We also updated our archival procedures to preserve our Web-only publications as well as our official printed documents.

Thanks to the efforts of the Strategic Planning Committee we are nearing the completion of the Chapter's new strategic plan. Over two hundred members completed the 2000 Membership Needs Assessment Survey, most of them over the Web. The survey results appear on the Chapter Website at http://www.sla.org/chapter/csfo/survey00_results.html. Feedback from our members are going into the new strategic plan, and have already been used as a guide in planning some of this year's activities.

Those of us who wish to continue receiving print copies of *Bayline*, meeting and workshop notices, and chapter directories not need be alarmed by all this talk of electronic and Web communication. The Mailing Committee will not be out of work for some time to come.

Service to Members

Our members' high interest in more professional development workshops was heard loud and clear in the members survey. The Professional Development Committee organized three excellent workshops this year: "Super Searchers-Online Mavens Share Their Secrets," "Managing Information Overload for the Information Professional," and the SLA videoconference "Exploring the Possibilities of Information Portals." Planning is already underway for the fall workshop.

The Program and Hospitality committees offered a considerable variety of excellent speakers this year. They included **Seth Lerer**, Professor of English & Comparative Literature at Stanford; SLA President-Elect **Donna Scheeder**; UC Berkeley Law Librarian **Bob Berring**; **Leah Garchik** of the San Francisco Chronicle; and **Bonnie Nardi**, an anthropologist specializing in social networks in the workplace. The November program "Lives in Transition: Ready for a Change?" was hosted by **Rita Evans** and featured a panel of chapter members who spoke of their own job- and life-changing experiences. The neighborhood dinners and May baseball game capped off the year.

This year's tours took members on visits to the San Francisco Performance Arts Library and a demonstration of the virtual libraries of Arthur Andersen. The latter was in direct response to the feedback expressed in the members survey for tours about leading edge technology.

Recognition of Outstanding Achievements

Debbie Jan, from the UC Berkeley Public Health Library, received the Chapter Award for Professional Achievement in recognition of outstanding leadership in chapter committee work, and her contributions in improving the publication of the Chapter Directory and the development of the Chapter Website. **Susan Geiger** was given a special award in appreciation for the many artistic and culinary masterpieces that she has donated to chapter functions. Friends and colleagues of the late **Sue Rugge** joined us at the March meeting for the presentation of a Special Lifetime Achievement Award in tribute to Sue's pioneering efforts in the independent research profession.

Improved Operational Efficiency

The Executive Board and Advisory Council instituted a variety of changes that will help the Chapter improve the way we manage our budget and coordinate planning within and across committees. A new midyear budget review process, and financial management tools created by the Finance Chair and Treasurer helped Board members and committee chairs track our expenses more efficiently and accu-

Continued on next page

rately. Use of the Website to post and easily update procedures, business forms, and the administrative calendar was accomplished this year. The Chapter's committee structure was reviewed. Creative fundraising and effective solicitation of advertising and sponsorships were key to the Chapter's ability to minimize expenses and still produce excellent products and services for our members.

Promotion of the Profession and External Collaborations

This year we provided consultation services to two organizations in the Bay Area.

The San Francisco, San Andreas and Sierra Nevada chapters started publicizing their respective events on each other's reflectors. The unique chapter collaboration that we enjoy with San Andreas resulted this year in the publication of the joint chapter membership directory, the February meeting featur-

ing Bonnie Nardi, and the spring professional development workshop. At the Association level, we donated to SLA's Global 2000 Fellowship Program, interviewed two local applicants for this year's Student Scholarships and provided SLA with a new Treasurer in **Richard Geiger**. We also cooperated with BayNet, NOCALL and some of the regional public library consortia in the sponsorship of events and workshops for librarians and paraprofessionals.

Respectfully submitted by Jeanne Fong, Chapter President

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Isn't That Jump With the Eyes?

by Kelly Ward

It is thus finally the summer! Or almost. One can, at least, start to allow oneself to dream of the range, to be reproduced itself wide on sand, under the sun, far from the thoughts of the job. "But that is that it is that this history?" you wonder. "Why writes he in such a manner?" You realized, undoubtedly, that this time my writing has the air more eccentric than usually. Isn't that jump with the eyes? In any case, it is intentionally, therefore one should not worry some. It is that I am making a test of the sites to translate languages on World Wide Web. You heard already of them all, undoubtedly, but since it is the kind of tool which one does not require for day in day, it is quite probable that the majority of people, even much of the librarians, are made only vague impressions of them.

By now you may well be asking yourself, "Has Kelly gone round the bend?" Or, "How did Eris let all those typos get by?" or thoughts to that effect. But don't blame Eris. It's not her fault. Here's the opening paragraph again, this time in, I hope, more standard English:

So it's finally summer! Or nearly. At least we can begin to let ourselves dream of the beach, to imagine ourselves stretched out on the sand under the sun, far from thoughts of work. "But what's this?" you wonder. "Why's he writing like that?" You've undoubtedly noticed that my writing seems stranger than usual. It's pretty obvious, isn't it? In any event, it's intentional, so don't worry. I'm testing language-translator sites on the World Wide Web. You've all heard about them already, no doubt, but since this is a kind of tool we don't need to use day in and day out, most people, even many librarians, probably have only vague impressions of them.

For this column, I tried an experiment. I wrote an opening paragraph in French and gave it an English-language makeover at a few automatic transla-

tion sites, the kind that are available free on the World Wide Web. The result: *la voila*. As you've discerned, the resulting paragraph isn't likely to make human translators quake in their boots.

Most of these systems (at least the ones I've used, which are offered for free) still seem to approach text as a bunch of words separated by spaces, and seem perfectly willing to translate words completely out of context (otherwise I couldn't imagine why one program decided that "range" was the best translation for the French word *plage*, when its context of sun and sand might have indicated to a smart system that "beach" would be more apropos). Also, the French language throws *que* around right and left and, depending on the context, it can mean any number of things. But the consensus among automatic translators seems to be that it means "that," and you can like it or lump it.

My first experience with automatic translation came a few years ago. A French friend, having arrived at her new job in Montana, informed me by email that she'd just signed up for her new company's softball team and she would appreciate a few pointers on just what this softball thing was all about. Rather than compose my own original dissertation on the rules of the game, I found a serviceable account on the Web, gave it the automatic translation treatment, and sent both the original and the translated versions to her (with commentary). And the result? All I can say is, I'd love to see a softball game played following the rules described in that French translation! I'd be treated to



Continued on next page

seeing a jug throwing a ball across a dish of the house, where a smooth paste might balance and hit a house fly of noise or a house fly of aerated beverage, or might just bunt into fetid territory.

It takes chutzpah for someone to presume to have designed a program that could take a document in one language and transfer it to another without human intervention. (It's worth noting that most of them assume that chutzpah means chutzpah no matter what language you're speaking.) But idiomatic expressions and slang escape the best of the programs. They're most effective when trying to translate very straight-forward text (newspaper articles, for example).

The "tips" page at AltaVista's BabelFish quite reasonably advises that, while one can easily arrive at absurdly comic results by automatically translating automatic translations from one language to another and back again, or by chasing translations from language to language until, as in a game of Gossip, the resulting tale bears no resemblance to the original, that sort of exercise isn't really a good test of a translation program. So I sought out some straight-forward text that described something with which I was already familiar (the plot of *Star Wars: Episode I, The Phantom Menace*), written in a language I wouldn't know from Sanskrit (German), and then I submitted it to these translators to see what they thought it said in English. All I can say is that it became a story with which I was familiar only in passing, and was expressed in a language that seemed to have only a nodding acquaintance with English. But I'm forced to admit that, had I attempted to read the original German text, it would literally have been gibberish to me, whereas after the automatic translation it had turned into confusing but partially comprehensible English. In many circumstances, that may be good enough.

Since I'm not overpoweringly in love with any one of these automatic translator systems, I can't make a specific recommendation, but these are the ones I've tried: Babelfish, at AltaVista (<http://babel.altavista.com/translate.dyn>), Systran Translation Software (<http://www.systransoft.com>), FreeTranslation.com ([http://](http://www.freetranslation.com)

www.freetranslation.com), InterTran (<http://www.tranexp.com:2000/InterTran?>), and e-lingo (<http://www.elingo.com>). If this seems a bit underwhelming in the praise department, that's because all of them have a long way to go. But to be fair, the fact that these programs work at all, let alone as well as they do, astounds me. I don't expect them to replace skilled human translators anytime in the near future (in fact some offer human-translator intervention as a fee-based service), but if someday you find yourself faced with a text that's utterly incomprehensible because the language is just, well, foreign to you, and you'd like to give yourself a fighting chance at understanding it, and there just isn't a native speaker handy, then by all means, give one or more of them a try. You're almost guaranteed to be treated to some wonderfully comic turns of phrase, and it's a perfect way to get in the mood for that summer vacation you've been planning.

—Kelly Ward, Public Health Library, UC Berkeley.
Contact me at 510-642-2511 or
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New Members

by Lenay Milford

Kevin Canada joins us as the new Librarian with the Lewin Group, formerly Lewin-TAG. He says upon his arrival in early January he had the pleasure of working with Debbie Sommer, the former Librarian at the Lewin Group and is working hard to live up to the high standards that she set for the organization. Kevin just moved in late December from Washington, DC, where he lived for over sixteen years. While there he worked at the Library of Congress, managed three law firm libraries and also worked in the American Institute of Architect's Library and Archives. He says he has attended several SLA meetings and appreciates the warm San Francisco welcome! Kevin enjoys traveling, movies, theatre, ethnic food and spending time with his Airedale terrier Oz. Kevin can be reached at Kevin.Canada@Lewin.com.

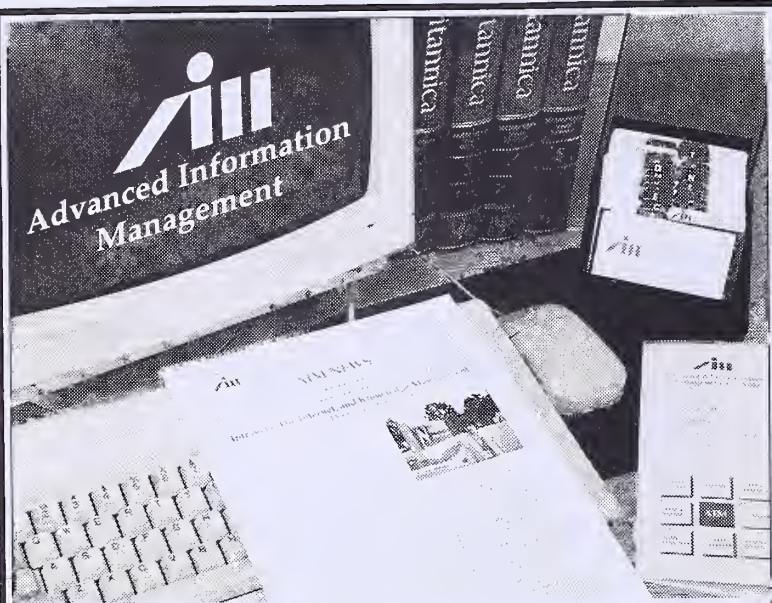
Sara Edlin is the Information Resources Specialist for the Habeas Corpus Resource Center, a new state agency which provides legal representation to the people on death row. Sara is developing a comprehensive knowledge management system which will include physical and electronic resources. For the last 10 years, Sara has worked as an AIDS information specialist coordinating public health research projects, analyzing national AIDS information projects, and managing AIDS informa-

tion collections for the National Hemophilia Foundation. Sara is excited to be embarking on a new subject area, and expects to rely upon the expertise of SLA colleagues to help her to make the transition smoothly. Sara can be reached at sedlin@hcrc.ca.gov.

Scott Grove is a graduate of Cal State San Bernadino with a BA in Management, and also has an MBA from the University of Phoenix. Scott spent several years with Dun & Bradstreet and traveled throughout Latin America. He migrated from the information industry to a library focus in 1990 by joining UMI. After several years with UMI he moved to Information Access and now the Gale Group. The Gale Group has recently created their Special Library Sales team which will focus mainly on Government, Hospital and Corporate accounts. Scott will be covering a large geographic territory which encompasses most everything west of the Mississippi. Scott and his wife Norma live in Tracy, and are the parents of 4 daughters. When Scott isn't spoiling his wonderful grandchildren, he enjoys basketball, biking, and water skiing.

Greetings to you all...may you attend many meetings!!!





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Kaleidoscope

Former Chapter President **Inga Govaars** announced her retirement from the Federal Home Loan Bank of San Francisco effective May 1. Inga and her husband Han Visser plan to kick off her retirement with a long vacation, first driving cross-country to visit friends on the East Coast, and from there traveling to Holland to visit family.

Tine Brouwer, who was with Dialog for many years as a Trainer/Business Specialist, has "semi-retired". She is having a fine time teaching part-time at City College of San Francisco in the Library Information Technology program, and doing substitute work for the San Francisco Public Library. Her latest adventure is being a Tour Guide at Pac Bell Park. Her email: tineb@msn.com.

Strybing Arboretum Head Librarian **Barbara Pitschel** and her husband Roland Pitschel are the recipients of an award from The Trust for Public Land for the Bernal Hilltop Restoration Project. The award honors the role of volunteers in improving public open space in San Francisco. Since 1973, on the third Sunday of every month, Roland and Barbara Pitschel began holding volunteer work parties that began primarily for hill clean-ups, and gradually expanded to the eradication of invasive exotic weeds. In 1980, the group received official authorization from the Recreation and Park Commission to pursue grassland restoration efforts. Today, this group includes a core group of ten to fifteen individuals dedicated to preserving and restoring San Francisco's natural heritage.

Also at the Arboretum, **Sandy Dye** has moved temporarily from a volunteer position into a paid position as assistant librarian, replacing Elvira James, who has gone to work for the City of San Francisco. Sandy retired from the Federal Reserve Bank of San Francisco library in late summer and began volunteering at the Arboretum. She will re-

turn to volunteer status when a new librarian arrives in June. Meanwhile, Sandy is working a part-time schedule while she plants her own garden at home.

Catherine Candee has accepted the position of Director of Scholarly Communication Initiatives at UC Berkeley. Catherine is currently the head of the physics library at Stanford University. Some of you might know her from her days at Berkeley. An official announcement will go out shortly. Catherine will begin May 1.

At deadline, **Maribeth Eisenmann** reports that she has accepted the position of Director of Research at Scient, an e-commerce consulting firm in San Francisco. No phone or e-mail information yet for Maribeth.

Ilene Rockman, associate library director at CSU Hayward and editor of *Reference Services Review* (published by MCB University Press in the UK), is off to England to attend the Literati Awards ceremony on April 15. Awards will be presented both to *Reference Services Review* and to one of its authors, Hannelore Rader of the University of Louisville, for her article "The Learning Environment – Then, Now and Later: Thirty Years of Teaching Information Skills" (published in v. 27 n. 3, 1999, pp. 219-224). Ilene's trip will regrettably be a short one, but she will have a couple of days to play tourist and hopes to visit the British Library.

Susan Krauss has left California State Automobile Association to be the Library Information Services Manager for marchFIRST (formerly Mitchell Madison Group). Susan got to jump right into the deep end of the pool: the library moved from downtown to SoMa in her third week on the new job! Contact Susan at 415-369-6859 or susan.krauss@marchFIRST.com.

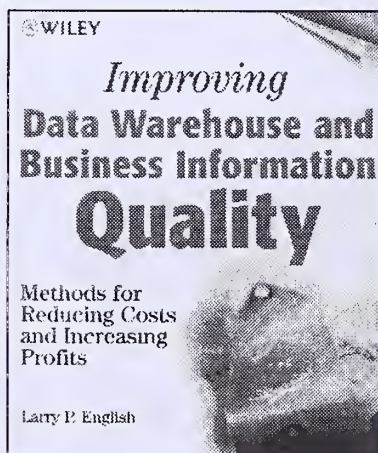
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Chapter members go global! **Cindy Hill** and **Terry Huwe** presented a lecture at Internet Librarian International 2000 in London, UK on March 20. The presentation was titled "The Newport Forum: Knowledge Management Meets the Real World". It reported on the proceedings of an October 1999 symposium that was sponsored by SilverPlatter Information, Inc. in Newport, RI. The attendees included computer scientists, librarians, library school faculty and online vendors.

Chapter member and retired librarian **Phil Sheridan** appeared on the cover of the April 6th issue of the *Pacific Sun*. The feature story was about people making career changes in midlife, and Phil is interviewed about his current acting career. Break a leg, Phil!

-- Compiled by Elyse Eisner (eeisner@taylorlib.com) and
Lynne Branch Brown (lbrown@iii.com).

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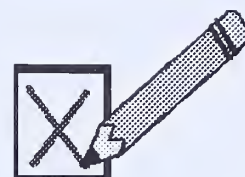
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Survey Says:



No Big Surprises

by Cristina Campbell

In January 2000, the San Francisco Bay Region Chapter Strategic Planning Committee designed a survey to gather information from members in order to draft a new strategic plan for the Chapter. The survey was made as brief as possible, including only questions which would have bearing on Chapter planning.

[See the accompanying article by Tim DeWolf for a behind the scenes look at the virtual acrobatics Tim performed to put the survey on the Web and extract the results.]

Thanks to all who responded to the survey! More than a third of the Chapter membership took the time to respond, which seems indicative that members have an active interest in influencing the services and programs that the Chapter offers. See <http://www.sla.org/chapter/csfo/survey00.html> for the survey results. A strategic plan for 2000-2003 was drafted, using the results. The plan will be posted to the Chapter Website as soon as it is approved by the Executive Board.

Thanks to committee members **Terry Dean**, **Tim DeWolf**, **Beth Edelstein**, **Rita Evans** and **Claudia Fenelon** for all of their contributions! Thanks also to Bobbie Merilees who provided assistance with the survey design, suggesting answer formats which would be easy to use and interpret.

What did we learn? There were really no big surprises. The Chapter continues to be very diverse in its opinions and perspectives. For example, for every member who expressed dislike for social meetings, there was another who thoroughly enjoys them! Member satisfaction with Chapter services appears to be quite high.

It was interesting to see the misconceptions that

Continued on next page

Form Over Substance

by Tim DeWolf

I would first like to go on record as believing strongly in the value of the membership survey as a planning tool for our chapter. Furthermore, I support efforts to ensure that the questions asked are clear and relevant to our important issues. However, this article is not about any of that. It is directed to the small group of people who at some point have asked the same question I did: how do you do a survey on the Web? For those of us whose Web development is pretty much confined to creating HTML pages and ftp-ing them to a Web server, this question takes us into the daunting server-side realm. I have always felt that those who control the server are like the great Wizard of Oz, which, of course, makes me a cowering and unworthy Dorothy (without the magic slippers). Happily, I discovered that just about everything could be done on the client side.

Step one is designing the form. I recommend the following method for getting started: go to the Web, find a form you like, and steal it. (My favorite option on my Web browser is "Save As.") Try to pick a form that uses the three basic input methods: radio button (only one possible option); check box (more than one option); text area (for comments). If you're at a loss on where to look, you're welcome to steal mine - it's at http://www.sla.org/chapter/csfo/member_survey00.html. Once you have a template, you can modify for your purposes. Of course, it helps (but is not imperative) to possess some knowledge of how forms work. I was extremely fortunate to have attended a couple of Roy Tennant's BayNet workshops. Roy is an excellent teacher and BayNet provides an invaluable service in facilitating these programs. I also found *Web Design in a Nutshell* by Jennifer Niederst to be an effective reference source.

Since the ultimate goal is to have a database or

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members may have. For example, one member suggested that cutting out serving wine at Chapter functions could reduce the cost. Fact: Beverage costs are paid entirely by the members who consume them and are not subsidized in any way by the Chapter or sponsors.

Many members expressed their solid preference for a printed membership directory, which is not surprising, given our longtime habits of quick look-ups in a printed directory. However, many members seem unaware of the benefits of using the online *Who's Who in Special Libraries*, which is much more up-to-date and offers many other ways to look up information. For example, one can do Boolean searches of such variables as first name, city, state, division affiliation, or organization. You do, however, have to find your Association membership card and use the PIN printed on it in order to access the directory.

It is clear that many members are not taking advantage of Web-based resources offered by the Chapter and the Association

Some members continue to cling to the desire for the Chapter Jobline via telephone in addition to the Web version, commenting that not all members have Web access. Members of a profession such as ours must know that a visit to a local public library is all that is required to get on the Web. 14.9% of the respondents weren't aware that the Jobline is on the Web.

A number of members were generous in expressing their appreciation for the work involved in producing Chapter activities and services, while others seemed unaware of the expense and effort by members involved in producing them.

A common theme in member comments was about the ever-diminishing time available for professional activities, especially in the evening.

We compared the demographics of the respondents to those of the members who participated in the last Chapter membership survey, conducted in 1997. The "for profit" group dropped to 52% from

68%. The "other" group went from non-existence in 1997 to 8%. Respondents whose chapter dinner expenses are paid by employers went up to 42.8% from 37%. Those whose professional development expenses are paid by the employer went up to 77.1% from 52%. This may parallel the increased interest in professional development programs.

A striking 19.4% of respondents also belong to Baynet.

What next? Soon you can review the strategic plan which has been drawn up for 2000-2003, based on these survey results. (Check the Chapter Website!) If you have thoughts you would like to contribute or observations to make, feel free to contact President-Elect **Marlene Vogelsang**.

— Cristina Campbell, Strategic Planning Chair 1999/2000.



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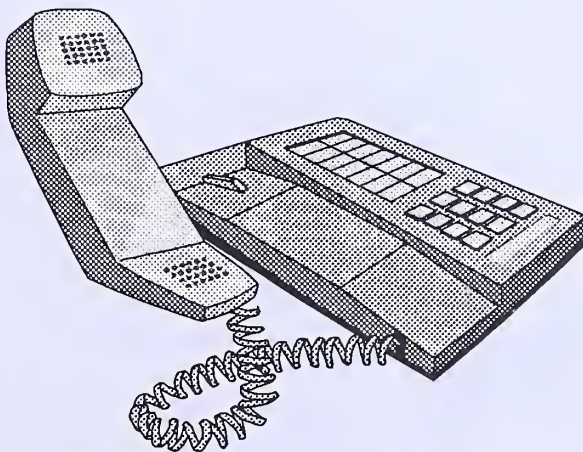
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Let Your Fingers Do the Walking

An interview is often the best source for data needed to complete a research request. Data that you need might not be published for several reasons: it's too new; it's proprietary; it's too obscure and probably will never be published. Perhaps you are profiling a public company and want to include the latest but not yet released quarterly results. Investor relations may share some results with you or at least give you an indication of what they will be or critique the First Call estimates. An analyst who closely follows the company also can be a good source. Recently I profiled a private company that was so new that no information except the record of its incorporation existed in the public domain. A telephone call to the company not only yielded basic information as to when the company would start operations, but also yielded enough information to gain a fairly complete understanding of its business plan and strategy. For another project I needed some proprietary company data. Because of the historical nature of the data, its release would not cause the company any competitive disadvantage. After one phone call to the company I received the data in less than 24 hours. I have found that people, whether they are other information professionals or not, are generally willing to share their expertise and information. Below are some guides/best practices for soliciting information via an interview.

- Exhaust all other sources first; make sure you really need to contact someone.
- Time your call — avoid Monday mornings, Friday afternoons, and other times you think might be busier than usual.
- Unless your request is very basic, follow up your telephone request with a written request.
- Assure the target that the information is not for publication, and as the case warrants, not even for attribution. Definitely include this fact in your written request as well as the sources you have already searched.
- If your request is part of a survey or poll, offer to share your findings even if that means first sanitizing them.
- Mention the strengths of your library/research center and offer your resources as a potential source to the person you call, whether you receive information from them or not.
- Be willing to share data and information if someone calls you.



— David Ressa is an Industry Knowledge Analyst Research Strategies in San Francisco. He can be reached at dressa@kpmg.com.

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spreadsheet that you can use to tabulate the results, it's important to name your data elements in a consistent and mnemonic way. The field name is equivalent to the NAME=" " parameter in the <INPUT> tag and the contents of the field is the VALUE=" " parameter. Be sure to assign the same field name to inputs where only one choice is requested and different names when multiple responses are solicited.

The next step is to get the form to work: that is, to send the submitted input from the form to where you want it to go. In more sophisticated schemes, this data can be sent directly to databases that reside on the server. Mine was not one of those. On the advice of Emily Li, the Webmaven at SLA headquarters, I used their generic PERL program `fmail.pl` as my CGI script to have the results sent to my email. You can do this by putting the full path to this file in the ACTION=" " parameter in the <INPUT> tag and putting your email address in the VALUE=" " parameter. Bear in mind that this PERL script sends a confirmation (name="thankurl") to the submitter, so you need to put a document on the server that the program can find to perform this function.

Once you've set your form up and get the CGI to work, you can run as many tests as you want to make sure everything is working the way you want. Have other people test it, too; once you've declared it ready for primetime and it's out there for all to see, it's too late to change it!

The good news with this method is that you can control everything from the client side; the bad news is that you have to devise your own method of handling the data as it comes to you. Here's what I did, although more sophisticated minds can come up with slicker solutions using macros or a programming language. I created an Excel spreadsheet that had the field names on the top row and a separate sheet with the field names in the left-hand column. When I got an emailed result, I copied the date stamp into the first field. This allowed me to identify and keep track of each record. Then I cop-

ied the submitted data from the email and pasted it in the column next to the field names. Since colons separate the field names and data, you can use that as the delimiter to parse them into two columns using the "Text to Data" option. Unless the respondent has answered every question (this hardly ever happens), the fields won't line up. So I moved the data until the field names aligned. Then I copied the data and pasted it into the sheet with the field names on the top row using the Paste Special command and chose Transpose. This lines up the data so that you can use it in MS Access or export it to another database.

I should offer a couple of caveats. Post-processing over 200 responses did require some time. Also, I wouldn't recommend discussing this stuff at social events, unless you're trying to clear out the room. To ameliorate the former, I found multi-tasking helped. Combining beer drinking and ball game watching on TV with my activities as the human macro worked quite well for me.

I believe there are advantages to the Web-based survey. It's easier for the members to fill out than doing a paper survey. This is borne out by the high percentage of respondents (over a third of our members). It's also much cheaper than doing a mass mailing. It could be argued that it's more accurate to manipulate the electronic data than compiling it by hand, although my beer drinking may undercut this argument. Finally, and most importantly, it's way cooler to do a Web-based survey, and these days we all need to be as cool as possible.

Should this encourage you to venture into the land of Internet interactivity and you would like me to clarify any of the information above, please feel free to contact me. Similarly, if you would like to suggest improvements to my *modus operandi*, I would be happy to hear from you.

— Tim DeWolf, 1999-2000 Web Committee Chair, can be reached at tim.dewolf@sf.frb.org.

New Chapter Officers

The San Francisco Bay Region Chapter Nominating Committee reports the slate of officers for 2000-2001: **Maggie O'Brien** for President-Elect/President; **Chris Orr** for Assistant Program Director/Program Director; and **Jo Falcon** for Secretary. According to the Chapter Bylaws, the slate is announced at two Chapter dinner meetings and in *Bayline*. Candidates run unopposed unless there are additional nominations for these offices. The election was held at the March meeting and the slate was unanimously approved. Congratulations to Maggie, Chris and Jo!

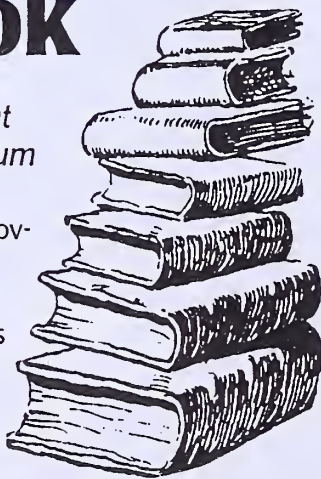
The Nominating Committee was chaired by **Linda Vida**. Committee members were **Tim DeWolf**, **Rita Evans**, **Mark Mackler** and **Wess Murdough**.

- *Linda Vida, Nominating Committee Chair, can be reached at lvda@library.berkeley.edu.*

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Innovations in Cataloging

[Editor's note: I recently was forwarded the following in an email, with the note that it had originally been sent April first. Imagine my surprise to view the New England School of Law catalog online and find that they have indeed implemented this innovative plan! Who says librarians don't have a sense of humor?]

Most of us have at one time or another heard a patron explain very earnestly that they couldn't be sure of the title or whether the author's name was Fleming or Grumlin or something like that, but they KNEW the book was red. The traditional cataloging rules have always dodged this vital descriptive issue.

While generally respecting the need for sticking to cataloging procedures uniform across the library community, and resisting local Balkanizations even if they seemed to be on the side of common sense, I have come to believe that the feasibility of using this most important finding tool in an OPAC environment deserves investigation. We have established a "limit by color" function and a "search by color" function in our OPAC. The actual indexing and programming of the limit function were done by Innovative, to whom we are duly grateful.

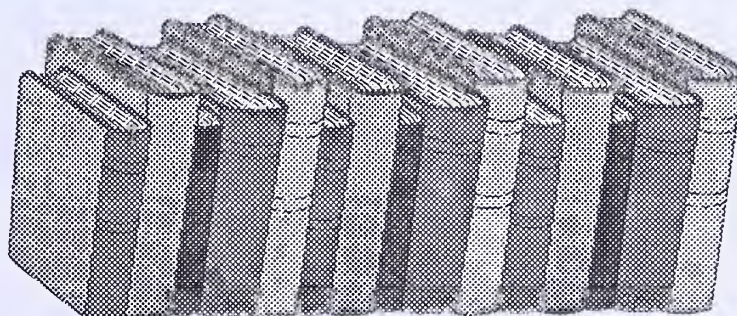
Exact hue identification is of course a serious problem. Color is very subjective, people's color vision varies, and a book is a different color in a north-facing room, a west-facing room, a room lit by

artificial light, or next to a yellow book. A book's color can also vary by several shades after it has sat on a cataloging workroom shelf too near the window for a year because its relationship to the works it was derived from is all fussy. However, difficulties were made for man to overcome.

Adding the book's color to a bibliographic record does not significantly slow down cataloging workflow. It takes in fact less time to identify a book as green than it does to ferret out a metric ruler and verify that it is 27 cm. tall. The subjectivity of color identification can be largely eliminated by limiting the available choice to one of 15 basic hues. The only other stumbling block is that color identification has never in the last hundred years been part of the work of library cataloging, the MARC format and AACR2 don't support it, and it is either eccentric or heretical to embrace it. It is, however, spring.

In honor of the day, I offer the results of our tinkering to any interested parties: <http://portia.nesl.edu>, hornbooks are green, the 'limit' function is offered after any multiple-hit search, and for the utterly typing-challenged, http://portia.nesl.edu/screens/well_its_red.html.

— Reprinted with permission. Sarah Boling is at the New England School of Law Library; you can reach her at sboling@nesl.edu.



Calendar

JUNE

2-7
ACM Digital Libraries 2000. San Antonio, TX <http://www.dl00.org>.

10-15
Independence to Interdependence: The Next Phase in the Information Revolution. SLA's 21st Annual Conference, Philadelphia. For more information, see <http://www.sla.org/assoc/leader/CALL3MEE.htm>.

21-25
Canadian Library Association Conference, Edmonton, Canada.

JULY

15-20
American Association of Law Libraries Conference. Philadelphia. <http://www.aallnet.org/events/00home.asp>.

6-12
American Library Association, Chicago, IL. <http://www.ala.org>.
ACRL Annual Meeting, Chicago, IL.

AUGUST

6-12
Institute on 21st Century Librarianship, California State Library, Stanford, CA. <http://institute21.stanford.edu/>

13-18
IFLA General Conference. Jerusalem, Israel. <http://sites.huji.ac.il/IFLA2000/66intro.htm>.

SEPTEMBER

13-15
KM World: "Defining & Driving the e-Enterprise." Santa Clara, CA. <http://www.kmworld.com/00/>

18-20
Online World 2000, San Diego, CA. <http://www.onlineworld2000.com>

OCTOBER

16-19
SLA's Global 2000. The Information Age: Challenges and Opportunities. Brighton, England. <http://www.slaglobal2000.org>.

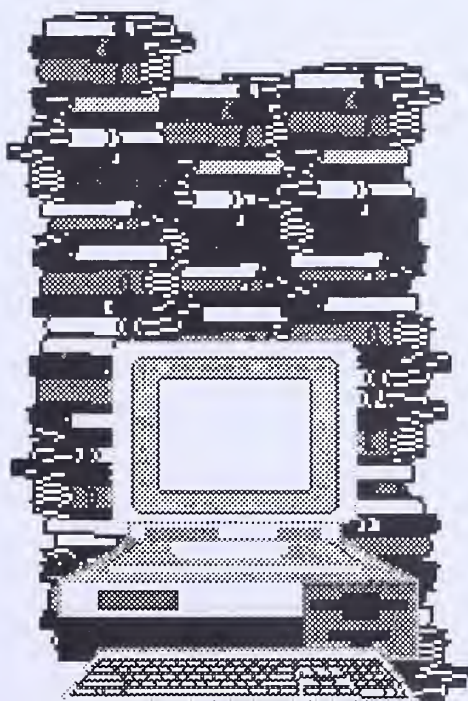
NOVEMBER

6-8
Internet Librarian 2000. Monterey, CA. <http://www.infotoday.com/il2000/>

*To list an event contact Chris Orr.
Calendar events are updated bi-weekly at <http://www.sims.berkeley.edu/sfsla/>.*

ERRATA

On page 18 of the last issue, Ginny Woodis with incorrectly credited as Chairperson of the Professional Development Committee. Claudia Fenelon holds that office.



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